



VACANCY: COMMUNICATIONS MANAGER

WeSeeHope is looking to recruit a Communications Manager to join the team in its office in Wimbledon, London. This is an exciting time to come on board at WeSeeHope; we are at a point of acceleration and growth, both in terms of our project reach in Southern and Eastern Africa, and also within fundraising and communications. The role will enable the right candidate to help make a real difference to some of the most isolated children and young people on the planet.

We are seeking an experienced communications professional to manage our operational communications, whilst taking us to the 'next level' in terms of project content generation and emerging communications trends. This role would suit a strategic and analytical thinker with a diverse range of skills. They will need to be creative and innovative, and a proactive self-starter, who is adept in juggling multiple tasks. They will be a team player, happy operating as part of a small team.

This role will report into WeSeeHope's Head of Fundraising and CEO, and work closely alongside the Senior Fundraising Manager and Programme Manager.

JOB DESCRIPTION

Content generation:

- Working alongside our Programme Manager to strategically source up-to-date and inspiring content from our projects in Southern and Eastern Africa.
- Thinking creatively and keeping up to date with new and emerging trends, to communicate this content in an engaging and compelling manner.
- Developing a system for storing content (project stories, photos, videos and key statistics), to further enable easy reference and effective use.
- There will also be the opportunity to visit our projects in Southern and Eastern Africa. This will play a significant role in learning and content generation.

Operational communications:

- Copy writing for communications materials, digital platforms and campaigns.
- Managing the design and production of communications materials through external providers, and designing smaller scale materials in-house.
- Managing, analysing and developing our website.
- Managing, analysing and increasing our social media presence.
- Managing the storyboarding and production of videos through external providers, and editing occasional more basic videos in-house.
- Working alongside the new WeSeeHope International Offices (US, Germany, and Sweden) to develop their communications materials and digital platforms.
- Setting targets, monitoring success and capturing learnings to inform future approaches.
- Working collaboratively with the Head of Fundraising and Senior Fundraising Manager to develop the yearly fundraising and communications strategy.
- Being a brand guardian, ensuring consistency across all activity and communications.
- Providing ad hoc communications guidance and copy writing when needed by the Fundraising team.

ROLE PROFILE

The successful candidate will demonstrate the following skills and knowledge:

Essential:

- Excellent written communication skills; writing engaging copy for campaigns, materials and digital platforms, often simplifying large amounts of complicated and detailed information.
- Excellent visual design skills.
- Ability and interest in identifying new and emerging communications trends and opportunities, particularly in the digital space.
- Experience in updating social media channels: Facebook, Twitter, YouTube, Instagram and LinkedIn.
- Excellent proficiency in MS Office: Word, Publisher, PowerPoint and Excel.

Desirable:

- Experience in website editing.
- Ability to use video editing software at a basic level.
- Ability to use design software at a basic level, such as Publisher and Adobe InDesign.
- Experience in using social media analytics tools and management platforms.
- Experience and understanding of SEO improvement and Google Analytics.
- Experience in designing infographics.
- Experience in brand guardianship.

The successful candidate will demonstrate the following attributes:

- Creative and innovative.
- Proactive self-starter, with a can do attitude.
- Strategic and analytical thinker.
- An eye for visual design.
- Organised, with a high attention to detail.
- Ability to manage multiple priorities and a busy schedule.
- Flexible team player.
- A keen interest in International Development.

This is a full-time contract for immediate employment. The role is primarily office based with standard working hours. However, due to the nature of the charity's fundraising strategy, the Communications Manager will be required to occasionally attend off-site meetings with supporters, and attend fundraising events in the evenings or at weekends, which will be compensated for in time in lieu.

To apply, you must meet the following criteria:

- Be 18 years old or over.
- Be permitted to work in the UK.
- Have achieved grade A to C in English and Maths GCSE, O Level or equivalent.
- Be sympathetic to WeSeeHope's vision and values.

HOW TO APPLY

Interested candidates are requested to email the following documents to WeSeeHope's Senior Fundraising Manager, Katherine Chelsom-Pill, at Katherine@WeSeeHope.org.uk:

- CV, including two references with their current email addresses and telephone numbers.
- Covering letter addressed to Mark Glen, CEO, detailing your motivation in applying and why you think you would be suitable for the role.