Job Specification: Communications Manager

Department: Fundraising & Engagement
Scale: UK 4
Line managed by: Head of Advocacy and Communications
Responsible for line managing: Content Co-ordinator
Location: Manchester Affiliated

MAG's Vision is a safe future for women, men and children affected by violence, conflict, and insecurity. People will live in communities where their rights are upheld, with dignity and choice and free from fear from mines, explosive remnants of war (ERW) and the impact of small arms and light weapons and ammunition.

MAG's Mission is to save lives and build safer futures. We will use our core skills and distinctive competence to save lives through the removal of mines and ERW, and reduce the impact of small arms, light weapons and ammunition on people and communities. How we do this is as important as what we do – we work primarily with and for communities, for us 'it's all about people'.

Job Purpose:

MAG (Mines Advisory Group) has an ambitious strategy which puts stakeholder engagement at the heart of its communications, advocacy, and fundraising work. The Communications Manager will play a pivotal role as we grow our profile, influence, and supporter base in support of a range of strategic objectives.

The Communications Manager plays a leading role in external strategic communications, including media management, and supporting the Head of Communications and Advocacy in the development of MAG's communications strategies. You will project manage communications campaigns, develop messaging and advise colleagues across the organisations on a range of communications issues. You will also line manage our content co-ordinator, overseeing and choreographing content for MAG's owned channels, and supporting on content creation.

The Communications Manager must have a high degree of technical competency in strategic and digital communications, including media management and content creation, and first-class interpersonal skills to manage internal and external relationships.

This is a small, high-performing team with a significant portfolio of responsibilities, which includes communications delivery and support for our advocacy, donor relations, policy and fundraising teams, encompassing integrated UK and global campaigns.

Job Description

Summary

- Under the direction of Head of Advocacy and Communications and in consultation with colleagues, play a leading role in devising high-impact content and campaigns to promote MAG's work and change objectives, including thought leadership, public engagement and policy and advocacy work.
- Manage MAG's editorial calendar, including the commissioning and creation of impactful content for MAG's social channels and website, and ensuring messaging and content is both appropriate and effective.
- Act as strategic communications counsel for staff throughout the organisation, including in programmes.
- Play a leading role in creating strategic communications strategies in support of MAG's change objectives
- Manage media engagement, including relationship building, pitching, and responding to media enquiries. Play a leading role in building MAG's thought leadership strategic communications work.

- Continuously seek improvement of operating procedures and practices, taking learning from both the commercial sector and comparable INGOs.
- Deputise for the Head of Advocacy and Communications where required and collaborate closely with the Head of Public Fundraising on MAG's digital public engagement strategy.
- Regularly contribute to determining resource requirements for the execution of medium-term requirements and play a significant role in implementing business.

Content and strategic communications management

- Work with colleagues across the organisation to help choreograph strategic communication campaigns and formulate messaging in support of a range of strategic objectives.
- Develop MAG's editorial calendar and ensure content is created to reflect its needs
- Work with international colleagues to commission and collect compelling material from the field, including both commissioning freelancers and directly collecting content.
- Write exceptional, compelling copy in a range of styles including for press releases, reactive statements, op-eds, blogs, social media posts and letters to editor.
- Overseeing the creation of monthly digital reports with actionable insights
- Support the content co-ordinator on designing briefings, reports, infographics and other basic graphic design assets for website and social media.
- Oversee MAG's website content and strategy, working closely with our external agency and internal stakeholders
- Oversight of MAG's asset management system
- Lead the development of media packages to offer to print, broadcast and online media including copy, case studies, images, video, interviews, etc.
- Lead proactive campaign development, generating content through, for example, commissioned research, polls, and suchlike.
- Work with Policy and Advocacy colleagues to scope key moments on the political landscape that the organisation should be responding to.
- Editing blogs, reports and thought leadership pieces from internal colleagues and acting as an advisor in their content creation process.

Media engagement

- With the support of the Head of Advocacy and Communications and International Communications Manager, support and develop MAG's media engagement strategy, identifying and maximising media opportunities.
- Build relationships with relevant regional, national, and international journalists and key influencers, using first-rate knowledge of the UK media landscape and influencing skills to position MAG favourably as a 'go to' authority on our core areas.
- Respond to media enquiries in a timely and effective manner.
- Support development and delivery of media plans for MAG's campaigns and events.
- Keep up to date on which journalists are writing about which areas.
- Lead on securing high value media coverage that profiles MAG's work to key stakeholders and supports wider organisational objectives, proactively and reactively placing stories/quotes/case studies/op-eds etc. in key print, broadcast, and digital media outlets.
- Work closely and collaboratively with the Content Coordinator to ensure maximum reach of media and news content across all platforms.
- Identify new trends in online media and drive engagement with new and emerging platforms.
- Work with Policy and Advocacy colleagues to support media and social media coverage in the sector and political arena.
- Lead on media monitoring and reporting to demonstrate the impact of media coverage across the organisation, scanning the media environment for opportunities for MAG to position itself favourably in existing news stories.

Media messaging and briefing

- Working with Head of Advocacy and Communications, draw up positions and lines to take around core areas of work.
- Write 'talking points' for use in media interviews and blog posts, op-eds and feature articles
- Independently lead negotiations to set up media interviews for MAG spokespeople, provide effective briefings and guidance for and lead on a strategy to raise their profile.
- Provide media training and briefings to HQ and international programme staff when necessary.

Reputation management

- Support the Head of Advocacy and Communications and Leadership Team in addressing any media issues that pose a reputational risk and support with crisis management activities where appropriate.
- Ensure that reputation management processes and procedures in relation to media and social media are kept up to date and relevant.

Global support

- Travel to international programmes to keep abreast of our work and the issues we deal with.
- Support, advise and brief internationally based teams, including in the US, in delivering media activity, and ensure timely media relations advice and support to offices in programme countries.

General

- Deputise for the Head of Advocacy and Communications when needed in taking the lead on all aspects of media coverage for the organisation.
- Manage external agencies and consultants as required.
- Be on call on evenings and weekends when required.
- Oversee MAG's Twitter account, including engaging with journalists.
- Collaborate with fundraising team on media appeals for national newspapers and broadcasters.
- Support the development and delivery of media training.
- Input into the development of team business plans and budgets.
- Some out of office hour's work and travel may be required.
- Other ad hoc duties as required.

All UK staff are expected to undertake the following general duties;

- Work within the framework of MAG's core values, promoting its ethos and mission statement.
- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities
- Undertake and apply learning from appropriate training and development programmes.
- Travel overseas, sometimes to developing countries and areas in conflict, as and when required.
- Undertake the role in a manner appropriate to the cultural context and within the local legal framework.
- Understand and uphold the standards outlined in MAG's Safeguarding Framework, acting with due care and attention to safeguard the wellbeing of anyone that comes into contact with MAG's work and reporting concerns if they do arise.

This is a non-contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Some Job Descriptions may be supplemented by specific Terms of Reference.

Person Specification

Essential Experience

- Significant experience in a communications role, with a solid understanding of strategic communications, media management and digital communications methodologies in theory and practice.
- Proven success at creating and implementing successful communications strategies
- Proven experience of successfully creating and managing content for social media channels and web
- Experience of project managing communications projects across multiple stakeholders
- A proven track record of gaining high-profile media coverage and building and developing fruitful relationships with appropriate contacts at influential media outlets.
- Experience in producing high quality digital and print materials
- Experience of working with a range of internal and external stakeholders who are not communications specialists, building strong working relationships and acting as expert counsel

Essential Skills and Knowledge

- Professional knowledge about theoretical and practical concepts, principles, methods, techniques, and processes in communications.
- Highly authoritative on website management and publishing using Apple Mac or PC and social/digital channel management and story-telling techniques.
- Social media and digital content creation
- Ability to oversee the end-to-end management of MAG's communications function.
- Excellent copywriting and editing skills with expert ability to analyse complex issues and translate them into engaging messages.
- Highly developed communications and interpersonal skills in order to influence, motivate, persuade, and develop others.
- Strong organisational and project management skills.
- Ability to collate and present key analytics with actionable insights to different stakeholders.

Essential Aptitude

- Strives to achieve excellence.
- Can represent and promote MAG at various levels.
- Can think and work independently to prioritise and meet strict deadlines.
- Passion for news and media as well as an interest in international development.
- Is innovative, creative, assertive, and pro-active.
- Can network and establish good working relationships with a variety of contacts.
- Committed to the vision, mission, and values of MAG.

Qualifications

- Graduate qualification or equivalent professional experience

Desirable

- Knowledge of Photoshop, InDesign and Premier.
- Working within a charity or not-for-profit environment, particularly with experience of working closely with and supporting fundraising colleagues.
- Experience of winning and working on successful media appeals.
- Post-graduate qualification in a relevant discipline.
- Line management experience

Signed employee:	**Date:**
Signed manager: Rosie Childs	**Date: 1 Feb 2022**