



## The Circle NGO

### JOB DESCRIPTION

<b>Job Title</b>	Communications and Campaigns Lead
<b>Reporting to:</b>	CEO
<b>Location</b>	Home-based (ideally commutable to London on occasion for meetings/events)
<b>Hours</b>	We are open to this being a 4 or 5 day a week role. Flexible working options offered.
<b>Salary</b>	£35,000 - £38,000 (depending on experience)
<b>Duration</b>	18 months, with possibility to extend
<b>Deadline</b>	1pm Monday 7 <sup>th</sup> Sept
<b>Start Date</b>	ASAP preferably

#### About

The Circle NGO is a unique and dynamic organisation led by a network of inspiring, diverse and leading women. Coming together and sharing resources, skills, influence, networks, and creativity to achieve equality and safety for the world's most marginalised women and girls.

Founded in 2008 by singer, songwriter & human rights activist Annie Lennox, The Circle is inspired by the knowledge that when women come together and organise, they can be a powerful force for change.

This is an exciting time to join The Circle. With a new CEO in post, the organisation is building a new, ambitious 5-year strategic plan and is looking for a strong, innovative and fresh communications lead who can overhaul our communications, taking the organisation to the next level. You will understand how a charitable organisation works, have a passion for women's rights and deliver the right combination of strategic insight and elbow grease. Skilled across all areas of communications, you will know how to use different approaches and partnerships to deliver fundraising and advocacy objectives, whether this is harnessing the support of global brands, Ambassadors, grassroots partners or members who are leading digital strategists and PRs (including The Media Circle).

#### Job Purpose

Develop, oversee and deliver The Circle's communications strategy, promoting The Circle's brand and reputation and effectively engaging target audiences in support of the organisation's strategic objectives.

Provide leadership and ensure that The Circle's communications and campaigns are coherent and complement fundraising, advocacy and programmes.

Create innovative campaigns that can bring members and partners together around fundraising, campaigning and advocacy moments.

Harness the ideas and profile of members, high-level women and individual Circles to generate income and influence.

## **Job Description**

### Communications & Planning

- Lead the development of the overarching communications strategy and plan for The Circle with targeted, compelling messaging based on a sound understanding of the organisation's stakeholders and target audiences. (Phase 1)
- Develop, deliver, monitor, and evaluate communications strategies to support and complement the successful implementation of The Circle's fundraising and advocacy strategies
- Ensure The Circle core is reacting to and making the most of activity from other areas of the organisation, for example its Living Wage project
- Develop innovative high performing fundraising and advocacy campaigns that members and Ambassadors can convene activities and support around

### Website

- Oversee the development and maintenance of a new website (Phase 2)
- Ensure key content is up to date

### Media

- Have/Develop relationships with media contacts across broadcast, print and digital channels to promote The Circle's fundraising, advocacy work; profile grantees, members, Ambassadors and CEO at appropriate times
- Lead the coordination of press releases and media briefing packs as required, ensuring the involvement of key organisational stakeholders
- With the CEO, lead on crisis management as required

### Social Media

- Oversee The Circle's social media accounts to build reach and engagement
- Ensure content being generated is engaging, fresh, respectful, and building a brand narrative

### Member and Stakeholder Management

- Work closely with the CEO and Relationship Manager to support, harness and guide ideas and activities from members, high-level women and individual Circles
- Ensure communications to supporters are timely and engaging including via a regular newsletter

### Other

- Deputise for the CEO when this is required
- Be flexible and open to perform and manage other relevant tasks as and when these arise
- Attend events as a representative when relevant

## Person Specification

<b>Essential</b>	<ul style="list-style-type: none"><li>-Sound experience in developing and delivering innovative engagement and communication strategies to build brand and support fundraising and advocacy objectives</li><li>-Demonstrated ability to deliver creative campaigns of the highest standard (often in partnership with others)</li><li>-Demonstrable successful use of digital and social media for fundraising and campaigning outcomes</li><li>-Exceptional relationship management skills, with desirable experience of working with and harnessing wide range of supporters, including high-profile individuals, activists and global brands</li><li>-Understanding of crisis communications</li><li>-Excellent proofreading, copywriting and editing skills</li><li>-Exceptionally convincing and persuasive written and oral skills with the ability to present and convey complex ideas and issues clearly and coherently</li><li>-Experience and passion for storytelling</li><li>-Experience of training and supporting organisational spokespeople</li><li>-Ability to remain calm under pressure and lead collaborative strategic and creative processes</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>-A strong understanding of, and passion for women's and girls' rights</li><li>- Experience of being a spokesperson at events and in the media</li></ul>
<b>Personal Characteristics</b>	<ul style="list-style-type: none"><li>-An entrepreneurial and enterprising approach to work</li><li>-A "doer" - ability to anticipate requirements and act to provide workable solutions with limited budget</li><li>-Team Player: working collaboratively and flexibly to achieve outcomes and is keen to add value to the organisation's culture and ethos</li></ul>

**Deadline: 1pm, Monday 7<sup>th</sup> September**

**Please send your CV and covering letter (no more than one page long) to: [jobs@thecircle.ngo](mailto:jobs@thecircle.ngo)**

**Interviews to take place: w/c 14<sup>th</sup> Sept**