



## JOB DESCRIPTION

**TITLE:** Strategic Communications Manager  
**BASED IN:** UK based. Hybrid working arrangements: London office and home-based.  
**FULL/PART-TIME:** Part Time, 3 days per week  
**REPORTS TO:** Programme Development Director  
**REMUNERATION:** GBP 38,000-40,500 gross pro rata

### BACKGROUND

Peaceful Change initiative (PCi) is a not-for-profit network, registered in the UK, with operations in North Africa, the Middle East, Europe and the South Caucasus region. PCi was founded in 2012 and works to break cycles of violent conflict and build the mechanisms and relationships that support long-term peace.

More information on our work can be found at [www.peacefulchange.org](http://www.peacefulchange.org)

### POSITION SUMMARY

This is a new role, designed to help us raise our organisational profile through enhanced strategic communications, with a key focus on developing digital communications. As PCi's Strategic Communications Manager you will be responsible for developing and implementing an international communications strategy that supports PCi to:

- Enable our country programmes to change prevailing conflict narratives and to work with communities to mobilise support for peacebuilding initiatives;
- Raise PCi's profile
- Elevate its thought-leadership influence and policy advocacy with the UK and European governments, UN agencies, and peer organisations.
- Develop a trusted reputation amongst a diversity of European and North American donor governments and institutions.

The post holder will be in charge of all communications, therefore the role will be varied. There will be a particular focus on utilising digital channels to achieve our aims.

The primary objectives of the role is to:

- Devise, develop and deliver the organisation's first marketing and communications plan
- Manage and evolve content on the PCi website
- Manage and evolve content for PCi social channels
- Lead the budget for all marketing and communications
- Devise, develop and deliver an events programme;
- Steward and integrate the PCi brand;
- Promote the PCi brand;
- Lead all Media Relations and PR activity;
- Introduce marketing and communications tools and templates to guide the creation of future content
- Produce, or support other colleagues in the creation of written content.

The role comprises strategic and tactical activities across marketing, communications, social media, events and branding communications.

## **ROLES AND RESPONSIBILITIES**

### **Strategic Leadership**

- Leads the development of the PCi external and digital communications strategy that is in line with our organisational goals around international relationship building, thought leadership and changing narratives for peace in an international setting.
- Establishes a communications work plan, with milestones, for the implementation of PCi's external communications and digital engagement strategies across international platforms, coordinating implementation with key colleagues, and monitoring implementation to ensure that activities are on track via use of digital analytics.
- Leads the day-to-day implementation of PCi's external communications and digital engagement strategies, articulating and driving individual tasks and activities.
- Measures the impact of PCi communications activities, using digital analytics and other measurable criteria, drawing out key learning and feeding this back into the design and implementation of future PCi communications activities.
- Leads on planning for how communications (digital and mainstream) will contribute to meeting PCi's organisational strategic objectives and feeds this into strategic planning processes and activities with KPI's to deliver measurable results.
- Engages with PCi Board of Trustees to brief them on PCi's communications approaches and activities across an international platform.

### **Digital Communications**

- Manages and develops the PCi website
- Identifies, researches, and writes useful and engaging content for target audiences on PCi's website, blog, social media
- Manages and drives engagement with the organisation's social media channels, working with colleagues across the organisation to develop and tailor content for target audiences.
- Researches and pilots new, alternative methods of reaching target audiences, integrating the learning from this back into communications strategies and plans
- Identifies and helps coordinate participation in global peacebuilding forums to showcase PCi's technical expertise and thought leadership and further PCi's advocacy agendas

### **Communications and Branding**

- Is the PCi brand guardian
- Develops tailored content for target audiences, and driving engagement with social media channels through strong relationships across the organisation
- Develops a strong understanding of PCi peacebuilding work in different countries as well as the organisation's goals and strategies and ensures they are integrated into communications and outreach activities
- Generates content for external outlets whether industry or media
- Interviews PCi colleagues for the purpose of creating content for external audiences

- Provides timely communications expertise to the PCi executive team by responding to inquiries from PCi country and thematic teams. This may include taking on short-term assignments to lead communications needs during specific high profile events.

### **Financial Management and Fundraising**

- Plans and support fundraising and donor engagement campaigns through maximising digital content across social media platforms in collaboration with key colleagues.
- Manages PCi's communications budget, ensuring compliance with PCi financial policies and procedures and all reporting completed.

### **Relationship Management**

- Oversees agencies, freelancers and others to help deliver impactful digital communications in multiple European languages across all social media and international communication platforms.
- Mentors and may supervise PCi colleagues in writing content for digital communications
- Maintain excellent working relationships and close communication with colleagues responsible for communications in country teams.

### **Other Duties**

- Additional duties as may be reasonably required by the post holder's line manager or by the CEO (or designee).

### **PERSON SPECIFICATION**

<b>Experience</b>	
At least 6 years' experience in organisational communications demonstrating increasing responsibilities. It will be essential to demonstrate that you have led the development and implementation of organisational communications and digital engagement strategies from scratch and have worked on multiple aspects of organisational communications	Essential
Formal qualification in digital communications or at least 4 years' digital communications experience, including producing content for and managing a social media account in a relevant setting	Essential
Proven experience developing digital content strategies, including for technical and nuanced information	Essential
Proven experience in providing communications advice to an organisation operating in an international setting	Essential
Proven experience in effectively monitoring the impact of international communications activities and adapting the design of new activities based on continuous learning	Essential
Experience of establishing strong collaborative relationships across different international teams.	Essential
Strong Experience working with diverse teams and with mixed nationalities;	Essential

Strong Experience in developing creative and agile comms solutions to challenges	Essential
Membership of the Chartered Institute of Marketing or the Chartered Institute of Public Relations	Desired
Experience in taking a small communication offering and evolving it.	Desired
Experience in crisis communications on an international scale	Desired
Experience living/working in challenging environments	Desired
<b>Skills and Attributes</b>	
Exceptional English written communication skills, including the ability to write concise, engaging copy and distil complex information into user-friendly language	Essential
Excellent organisational, time management and planning skills	Essential
Understanding of branding principles and reputation management	Essential
Ability to manage different complex stakeholder groups	Essential
Good judgement: the ability to spot and act on communications opportunities and risks	Essential
An eye for good design, and the ability to develop engaging and on-brand visual or multimedia content	Essential
Extensive knowledge and use of digital analytics to measure comms performance and increase engagement	Essential
Multilingual with language skills in one or more of the following languages: Arabic, French, Portuguese, Russian, Ukrainian, Serbian or Albanian	Desirable
Strong interpersonal skills including listening, influencing, and negotiating	Essential
The ability to work well independently and under pressure, manage multiple projects simultaneously, and meet deadlines.	Essential
Interest in the field of peacebuilding and conflict management	Desired
Excellent attention to detail	Essential
Resilient and adaptable	Essential
Willing to model values of inclusion, dialogue and collaboration	Essential
Right to work in the UK	Essential