

## Communications Manager

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Reporting to	Head of Policy and Advocacy
Conditions of service	37.5 hours per week Permanent contract, with a 6-month probationary period 25 days annual leave per annum & public holidays Staff pension scheme
Salary Band	£30,000 - £37,000
Location	Vauxhall, London
Main working contacts	CEO, staff team, partners, activists and other external stakeholders
Application requirements	Please send CV and cover letter to <a href="mailto:HR@orchidproject.org">HR@orchidproject.org</a>
Closing date	Sunday 25th July 2021
Interview dates	Two-stage interview process dates to be confirmed

### About Orchid Project

Orchid Project has a vision of a world free from female genital cutting (FGC). We are a small but growing, dynamic not-for-profit organisation with a proven track record of delivering programmes, policy, advocacy, and communications supporting an end to FGC. More than 4 million girls a year are subjected to female genital cutting. This involves partly or fully removal of a girl's external female genitalia. In the short term, it can cause serious bleeding, infection and sometimes death. It dramatically disadvantages girls for the future: many girls never return to school and are often forced into early marriage. As well as the physical damage, cutting significantly curtails the education, incomes, and independence of women and girls. It is a fundamental breach of the human rights of women and girls, and it causes lasting health, education, economic and social harm. Many communities are ending cutting - and we know this can be accelerated to meet the world's target of ending this practice by 2030 - but at the moment, the population is growing faster than the prevalence is falling, leading to a rising number of girls being cut each year. Because of the COVID-19 pandemic, programme work to end cutting has been disrupted worldwide, and an additional 2 million girls are now at risk of being cut in the next ten years, according to UNFPA.

Orchid Project works in three ways:

- Advocating for resources and commitments to end FGC
- Sharing best practices, and communicate the scale and impact of FGC and how it is ending
- Partnering with grassroots organisations working towards abandonment in practising countries

Orchid Project is currently a team of 11 full-time staff. For additional information and to read our strategy, please visit our website [orchidproject.org](http://orchidproject.org).

## Values

We are **collaborative**, we are **respectful**, and we are **open and accountable**. All staff are expected to uphold Orchid Project's values and work together to achieve **transformational change**.

## Role Description

The Communications Manager is a critical role for Orchid Project because of the need to raise awareness to the broader development sector and general public about female genital cutting and what can be done to end it. This role manages organisation-wide communications work, supporting advocacy and fundraising activities and leading awareness raising activities across our various channels and functions.

## Strategy and planning

- Review and finalise the communications strategy to support the objectives of the Orchid Project's Strategy 2020-2023.
- Design and deliver the communications plans in line with the new communications strategy across the entire spectrum of comms disciplines including media and public relations, celebrity management, internal comms, brand marketing, email campaigns, advertising, marketing, digital and social media.
- Prepare and monitor annual communications budget and ensure key comms milestones are achieved on time and within budget.

## Digital Media and campaigns

- Manage Orchid Project social media accounts and develop social media strategy to grow supporter engagement.
- Develop strategic communications and social media campaigns that will help further organisational goals, e.g. around key international days.
- Create digital content for different platforms and audiences.
- Oversight of development and management of Orchid Project's website, maximising its potential and monitoring its performance as well as increasing its visibility through effective SEO writing and the Google Ad Words Grant.

## Publications and marketing

- Ensure production of quality communications materials including writing key publications such as Orchid Project's annual impact report.
- Work with the Advocacy and Programmes teams to source impact stories and relevant case studies to assist fundraising, marketing and advocacy campaigns.
- Work with the Fundraising Officer to develop the e-newsletter programme, providing structured, tailored and relevant content.
- Lead and direct compilation, writing, editing, design, production and distribution of printed, audio-visual and digital materials

## Brand

- Act as a 'brand guardian' ensuring consistent application of the brand across all internal and external communications.

# ORCHID PROJECT

WORKING TOGETHER TO END  
FEMALE GENITAL CUTTING

- Lead on supporting staff with training to act as spokespeople to represent Orchid Project and speak on FGC issue.
- Develop key messages aligning with growth of Orchid Project as a thought-leader in an emerging environment and to broaden and inspire global support for ending FGC.
- Write dynamic and inspiring press releases, articles and statements with a strong call to action (as appropriate) and manage media relations, securing timely PR opportunities and coverage in order to grow our supporter base and amplify our advocacy and programme work.

## Other

- Work with Department Heads to plan, organise and implement effective awareness-raising, fundraising, or advocacy events.
- Design and deliver communications' training to local community partners and partner networks.
- Monitor and analyse coverage of FGC and related issues, spotting trends and opportunities and informing the staff team.
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate these risks.
- Manage suppliers, content producers and pro bono supporters to support comms outputs.

## Other tasks as they arise

- Orchid Project is a small team in an entrepreneurial environment, and you may be required to undertake tasks outside of your job description from time to time. You are also likely to be required to occasionally work some evenings and weekends for events.

## Working relationships

- Reporting to Head of Policy and Advocacy and working closely with the senior management team to implement organisational strategy and collaborate on cross-cutting projects.
- Work with the entire staff team to support their communications needs and collaborate on cross-cutting projects.
- Working with grassroots partner organisations to enhance communications and awareness raising.
- Managing and working with Orchid Project communications consultants and pro bono supporters.
- This role might have a line management responsibility in future.

## Person Specification

This is an excellent opportunity for the right candidate to further develop their career with a highly reputable, growing organisation that punches well above its weight in the women's rights sector.

## Essential

- Minimum 3 years prior experience working in a communications role.
- Experience working with social media and other digital platforms to build audiences.
- Demonstrable experience of responsibility and accountability for delivery of high impact communications strategies
- Experience of developing relationships with external stakeholders at all levels, coordinating messaging and influencing decision-makers.

- Thorough understanding of appropriate communication mediums, and able to identify the most relevant type of communication dependent on the situation.
- Excellent copy-editing, proofing, verbal and written communications skills in English
- Up to date knowledge on industry trends and able to stay ahead of the curve.
- Attention to detail and ability to produce a high standard of work with minimal supervision, including ability to adapt complex information in a clear, concise manner to the relevant audience.
- Experience of coordinating work of external suppliers, pro bono supporters or other contributors
- Basic understanding of FGC, the rights of women and girls and/or human rights, with a strong desire to learn and develop subject matter knowledge.
- Willingness to work with all teams towards organisation-wide goals, with a keen focus on Orchid Project mission and adding value with all your work interactions.
- Project management skills and ability to work flexibly, prioritise tasks and manage workload.

## Desirable

- Experience of using content management systems (CMS)
- Experience of communicating with partner organisations and contacts in different countries, with sensitivity, professionalism and cultural awareness
- Experience of event planning, including awareness raising, fundraising or advocacy campaigns
- Experience of budget monitoring
- Experience of brand management
- Experience of crisis communications management
- Experience of working with a charity or NGO

## Anti-Racism, Diversity and Inclusion at Orchid Project

Orchid Project is committed to being actively anti-racist. We encourage people from all backgrounds and experiences to apply. We value lived experience and encourage you to apply even if you do not meet 100% of the Person Specification.

## Safeguarding

Orchid Project is committed to protecting children and vulnerable adults, staff, representatives and partners from any unwanted behaviour. All staff are expected to abide by Orchid Project's Safeguarding Policy. Training will be provided as part of induction, and relevant background and criminal record checks will be carried out. By submitting your application, you confirm that you agree to these checks being performed and that you will provide all necessary information to support this.

For further information regarding Safeguarding please visit

<https://www.orchidproject.org/safeguarding-policy/>