Strategic Communications & Campaigns Manager

PUBLISH WHAT YOU PAY

JOB PURPOSE: The Strategic Communications and Campaigns Manager designs, manages and executes all PWYP campaigns, strategic communications, and media strategies in support of PWYP's advocacy and movement building priorities.
In line with the goals of PWYP's global strategy and the outcomes of the PWYP Secretariat's operational plan, the Strategic Communications and Campaigns Manager develops highly effective global campaigns; orchestrates media outreach and strategically amplifies the voices of PWYP members in key foras.

REPORTS TO: **Executive Director**

SUPERVISES: **Senior Digital Communications Coordinator**

SCOPE OF RESPONSIBILITIES:

Key Result Area	Performance Indicators
Lead the development and implementation of highly effective campaign strategies that will influence key target audiences	• Scope global campaign opportunities in close collaboration with the Member Engagement team and Civic Space Advisor and develop and drive global advocacy campaign plans/strategies • Lead the development and implementation of a media strategy and outreach for campaigns. • Coordinate messages and press outreach to advance PWYP's regional and global advocacy campaigns. • Identify the need for and orchestrate the production of factsheets, talking points, blogs and other campaign material to ensure coherent, aligned and effective advocacy messages across the movement. • Manage all campaign/advocacy materials for message consistency and effectiveness.
Build and manage relationships with media and key partners and develop joint messages and statements to key targets	• Orchestrate all press/media work, including writing, developing and pitching press materials (e.g., press releases, joint statements, op-eds) and other outreach tools to deliver consistent and clear messages. • Establish, develop and consolidate media relations; establish and manage media lists. • Identify, coordinate and leverage opportunities to advance PWYP's campaign efforts (e.g. anti-corruption day, EITI conferences, OGP Summits, IACC, PWYP global assembly and other key meetings) • Lead rapid, appropriate response media efforts when PWYP members are under attack.

Key Result Area	Performance Indicators
Support and promote diverse pool of spokespeople/story tellers from within the PWYP membership	• Strategically elevate the voices of PWYP members as spokespeople whenever possible; actively seek out opportunities to do so (e.g. at key global and regional internal/external events). • Support PWYP members to develop compelling media stories for regional and global advocacy priorities.
Actively and regularly contribute to the PWYP Monitoring, Evaluation and Learning framework	• Track and log media mentions and other relevant communication and campaign data for MEL framework. • Lead reflection on learning from communication, campaigning and media engagement and adapt strategies accordingly.

And other duties as requested by the Executive Director

FINANCIAL SCOPE:

Financial Impact of Role	Nature of Responsibility
Small (under £5000); Medium (£5000-£499,000); Large (£500,000-£1,500,000); Very large (over £1,500,000) Medium	Stewardship; Shared Responsibility; Direct Responsibility; Accountable Shared Responsibility
Narrative: The Communications Coordinator is directly responsible for setting and managing the communications budget which is extensive; ensuring good value for money in terms of impact achieved as a result of expenditure.	

REQUIREMENTS OF THE ROLE

Qualifications

- Relevant degree (e.g. communications, public relations and media, English, etc.)
- Post Graduate studies in international development an added advantage

Technical Experience & Knowledge

- 5 years' post-graduate experience in a communications role
- Outstanding writing and story development skills; ability to effectively manage the production of reports and publications
- Proven track record in developing and implementing campaigns, communication and advocacy strategies including developing key messages for advocacy
- Proven track record in managing consultants / service providers, including development of terms of reference where required
- Proven organisational skills and ability to work under pressure
- Experience of using social media
- Fluency in English is required (written and spoken); other languages (e.g. French) an advantage

Skills and abilities:

- Ability and willingness to work flexibly in a fast-paced team environment with colleagues based around the world
- Anticipatory and strategic thinker with a hands-on, problem-solving, proactive attitude.
- Systematic approach to tasks, excellent time management skills, and attention to detail.
- Computer skills: Google suite
- Willingness and ability to travel (up to 20% of time))

Personal style and behaviour:

- Actively encourages and feels at home in a diverse and inclusive working environment.
- A sense of humour, humility, and collegiality.

Competency	1	2	3
Commitment & Drive for Results			√
Proactivity & Innovation			√
Effective Resource Management		√	
Relationship Building			√
Communication & Influencing			√
Thinking & Problem Analysis			√
Learning & Resourcefulness		√	