Terms of Reference – Strategic Communications Lead

The Prevention Collaborative works to reduce violence against women and their children (VAW/C) by strengthening capacity of key actors to deliver effective prevention programmes, based on feminist principles and evidence-and practice-based learning.

We serve the specific needs of practitioners and implementing partners by curating evidence, mentoring organisations, and ensuring that donor funding is channelled wisely. We critically review emerging evidence and learning, synthesising and sharing the insights most useful to practitioner and through our capacity strengthening strategy we equip actors to apply that evidence and learning to their programmes.

We are seeking a Communications professional to join our team and lead our work to turn knowledge into action (KIA) and reach our audience with key messages and programme offerings. The Strategic Communications Lead will develop a strategy for putting that knowledge into action through multiple channels using print, video and digital mediums and build our audience across the VAW/C prevention fields.

The Strategic Communications Lead is a full-time, home-based role. We encourage applicants from Africa, Asia and Latin America. You will be joining a global team that operates virtually and is deeply committed to the Collaborative’s mission. We operate as a feminist organization, both in our programmes and in our ways of working. We offer continuous learning within a supportive team environment and the opportunity to take initiative and be creative. We are especially interested in candidates with graphics and design expertise who would like to use those skills in their job.

Roles and Responsibilities

Lead Strategy and Manage Communications Function
Develop and execute a communications strategy including KIA, social media, external communications
Co-Lead with the Evidence and Learning Team the development and implementation of an advocacy/influencing strategy
Develop and manage the production schedule (editing, review, design) of Collaborative related products
Shape and lead the communications and KIA team – including recruiting and managing a pool of contributors such as graphic designers, writers, videographers, etc.
Contribute to the overall Collaborative strategy
Create and manage communications budget
Contribute to fundraising in particular developing templates, stock language, research on contacts etc.
Work with the communications team on the calendars to proactively identify opportunities and ensure our digital channels align with our messaging priorities

Develop and promote the Collaborative Brand
Build an audience for the Collaborative
Maintain brand integrity across all platforms
Track engagement across various platforms and make data-driven decisions
Develop and support a strategy for our Associates to engage and influence global/national dialogues
Develop communications materials to promote the Brand
Oversee the management of the Collaborative website

Put Knowledge into Action
Assist in the creation of digital, video, audio and print content
Recruit participants into online capacity strengthening courses and other learning opportunities
Support the implementation of the strategy for webinars and virtual coffees
Contribute to the creation of new approaches to KIA, audience and community building

Required Knowledge Skills and Abilities:
- Degree in communications, design or development related field or equivalent experience
- At least 7 years of communications, publishing, and/or design experience
- Demonstrated ability to manage and motivate a team
- Exceptional verbal and written communication skills in English
- Demonstrated ability to deliver projects on time and within budget
- Proven ability to take initiative and work independently within a feminist management structure
- Lived experience with racially and other diverse communities
- Use programs such as Mailchimp, WordPress, Google, and creative programs such as InDesign or Illustrator etc., curiosity to adapt to and learn new technology
- Exceptional visual and graphic design skills an asset
- Experience in the field of women’s rights or violence against women is an asset

We encourage applicants from Africa, Asia and Latin America.

Compensation and Benefits
This can either be a consulting position or an employment contract.
Compensation relative to experience and our fee ranges.
International travel expected 2-3 times per year for short trips when global conditions are safe.
Flexible hours: Team members join two weekly meetings at 9 am EST but the team is otherwise free to work at the time that gives you energy and makes you effective.
Learning circles: We are curious and invested in constantly learning. We do this together through Monday Learning Circle. We support people to stay current with the latest research and practice.
Well-being: We bring our whole selves to work and practice self and collective care.

To Apply:
Please send a CV and cover letter outlining your experience to r.nyiratunga@prevention-collaborative.org by March 19, 2021.