Job Description

1. **NAME:** --
2. **POSITION TITLE:** **Communications Manager**
3. **POSITION CLASSIFICATION:** **D**
4. **LOCATION:** **Flexible/Remote**
5. **REPORTING RESPONSIBILITIES:**

Reporting to

5.1. Direct Reporting Line: Director Membership and Communications

5.2. Reporting Area: All matters

5.3. Functional Reporting Line: Director of Programs and where relevant: respective Program Managers and the Membership and Constituency Engagement Manager

Reporting Area: Projects

- *Direct reports indicate those staff members this position directly reports to, and is responsible for performance appraisals of this position.*
- *Functional report indicate staff this position reports to or interacts with and who this position is accountable to for the specific function.*

Reported by

5.3 Direct Reports: Multimedia and Production Lead, Digital Communications and Partnerships Lead and Communications Coordinator
Reporting Area: All Matters

5.4 Functional Reports: None
Reporting Area: n.a.

- *Direct reports indicate those staff members directly reporting to this position, and this position is responsible for performance appraisals of.*
- *Functional reports indicate staff reporting or interacting with this position and who are accountable to it for the specific function.*

6. **OVERVIEW**

Our communications work is grounded in AWID's Strategic Plan and deeply rooted in the framework of intersectional feminism and the Zapatista concept of 'Un Mundo Donde Quepan Muchos Mundos' ('A World Where Many Worlds Fit').

We aim to disrupt dominant narratives, effectively communicate political messaging and reach and engage our audiences through high-quality content across digital platforms, 'traditional' and social media and overall creative activism.

The Communications Manager oversees the entire communications strategy, ensuring alignment with the organization's goals, values, and feminist principles. This role ensures all communication across channels is consistent and impactful, while driving the strategic direction for AWID's public image, relationships, and digital presence, ensuring alignment with AWID's political feminist positioning. This includes working with managers and teams to lead the implementation of the strategy, oversee MEAL, identify strategic spaces and timings as well as managing the editorial calendar. This person is responsible for guiding the Communications team, while also liaising with senior leadership and external stakeholders.

7. MAJOR RESPONSIBILITIES

- Lead the Communications team, overseeing content production, media engagement, social media strategy and website management.
- Implement AWID's communications strategy that aligns with organizational objectives and feminist principles (inclusive language, accessibility, intersectionality).
- Oversee team performance, including setting goals, monitoring progress, and managing the MEAL process.
- Collaborate closely with Programs and Membership & Constituency Engagement (MCE) Team to identify strategic opportunities for communication and advocacy.
- Manage budgets, timelines, and resources for communication campaigns and content production.
- Lead crisis communications and manage the response to urgent issues.
- Build and strengthen partnerships with feminist journalists and media outlets, collaborating in ways that amplify the organization's key messages, reports, and advocacy work through digital and traditional media channels.

More specifically:

7.1. Organizational Communications

- In collaboration with the Programs and MCE teams, ensure AWID's organizational communications are delivered with consistency, clarity and coherence. Ensure AWID's key messages, publications, and products are planned, completed ,shared and amplified in ways that engage our core audiences.
- Identifies, builds and maintains relationships and media and communications partners
- Oversee all external communications: crisis response, social media and organisational website and AWID Community content.
- Monitor AWID's external positioning and formulate strategic responses as appropriate
- Analyse potential strategic partner relationships for outreach and partnerships

7.2. Content Production and Quality Control

- Ensures high-quality content production across digital channels including the AWID Website, the AWID Community (for members) and all social media channels including Twitter (X), Instagram, Facebook, and LinkedIn.
- Ensures content quality and accessibility (including language) of all AWID products, to our desired audiences.
- Oversees or produces selected publications including the Annual Report
- Manages AWID's communication campaigns
- Manages the production of information and data design
- Ensure consistent branding across all communication channels

7.3. Organizational Processes

- Establishes processes to ensure the monitoring, evaluation, and learning of communication strategies
- Leads and participates actively in cross-team meetings and working groups
- Ensures members of the Communications team have work plans and are adequately supported to achieve goals and objectives
- Ensures the timely and effective implementation of deliverables linked to individual work plans, including all activities, reports, and

evaluations
- Develops, manages, and monitors the Communications budget and other team's communications budgets, ensuring adherence to financial controls, and financial and organizational policies and procedures
- In close collaboration with the Finance team provides necessary budget reports, tracks expenditures and ensures timely and strategic delivery.
- Holds, develops, and maintains relationships with initiative partners and allies, institutional members, and AWID members, and engages with priority constituencies.
- Coordinate PR Activities, liaise with media where relevant and handle requests for interviews , statements where delegated.

7.4. Staff management, development, and support

- Manages a team of three communications staff
- Maintains collaborative relationships with staff across AWID to facilitate integration of Communications products and processes.
- Promotes an organizational culture of collective care, high performance, and continuous improvement that values learning and commitment to quality
- Leads and mentors reporting staff (directly and functionally) who may be working remotely in multiple locations across multiple time zones
- Sets explicit annual performance objectives for those staff reporting directly and identifies development goals
- Provides guidance and coaching to those staff reporting directly in enabling them to meet their performance objectives
- Provides regular feedback on the performance of reporting staff (directly and functionally) relative to AWID's overall outcomes and specific desired program outcomes
- Contributes to the development of a high-quality team in the organization through participation in recruitment, evaluation, and career development

Please Note: The above JD contains the main responsibilities and duties of this position. However, in an ever-evolving organization such as AWID staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks that are reasonably allocated to them but which are not part of their regular JD. Where any task becomes a regular part of a staff member's responsibilities, the JD should be changed in consultation between the manager, the

staff member, and the responsible HR person. Any one of the three may initiate the consultation.

POSITION SPECIFICATIONS

Essential Values and Competencies

- Value a feminist intersectional framework and its implications for organizational practices and committed to the principles of feminism, anti-oppression
- Transparency and Accountability
- Critical thinking and analysis
- Strategic Risk Management
- Build strong interpersonal relations
- Self-awareness and insight

Essential Knowledge, Experience, Skills & Abilities

- Knowledge of a wide range of communications strategies, methods, and tactics.
- At minimum seven years of experience in communications or a similar field, preferably with a rights-based or feminist organization.
- Demonstrable experience of at least five years in line management, including performance management, staff development, and team leadership
- Proven experience in developing and implementing communication strategies and plans for feminist and right-based organizations
- Demonstrable strategic & critical thinking and problem-solving skills
- Excellent project planning, presentation, and project management skills with great attention to detail
- Outstanding relationship building and interpersonal skills that will contribute to building strong alliances with diverse constituencies, managing complex politics and positioning, and encourages collaborative work
- Strong written and verbal communication skills including editing and analysis and public speaking
- Strong computer skills, including using various software and a high level of computer literacy (Google Workplace, instant messaging and virtual team collaboration software such as Slack and Asana, etc.)
- Strong proficiency in English and French. Additional languages are also desirable (e.g. Spanish, Portuguese and Arabic)
- Ability to work independently and as part of a virtual team
- Ability to travel internationally (approx. 4 weeks per year)

Desirable Knowledge, Skills, Abilities & Experience

- Specialized experience and knowledge in related areas such as digital marketing, media, campaigning knowledge management and information technology
- A good track record of managing successful communication campaigns for feminist or rights-oriented movements

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