



Job Description: Head of Communications

LOCATION: NEW YORK, NEW YORK, US

REPORTING TO: DIRECTOR, NORTH AMERICA

FULL TIME: 40 HOURS PER WEEK

START DATE: ASAP

About the Freedom Fund

The Freedom Fund (www.freedomfund.org) is a leader in the global movement to end slavery. It:

- **invests** in those countries and sectors with the greatest incidence of slavery.
- **analyses** which interventions work best and **shares** that knowledge.
- **brings together** a community of activists committed to ending slavery and empowered by the knowledge of how best to do so.
- **generates** funding by demonstrating how effective interventions can protect those at risk of being enslaved and free those in slavery.

The Freedom Fund now has programs in India, Ethiopia, Thailand, Nepal, Brazil and Myanmar and will open new programmes in Indonesia and Bangladesh in 2021. It currently supports and funds over 140 partners around the world.

Our **Vision** is a world free of slavery and our **Mission** to mobilise the knowledge, capital and will needed to end slavery.

About the position

Increasingly we recognise the power of great communications to drive change. The incoming Head of Communications will lead the evolution of the Freedom Fund's communications efforts, as we strive to not only reach ever wider and more inclusive audiences, but also to engage and activate them. Reporting to the Director of North America, the Head of Communications will lead our external engagement with media and shape our global communications strategy. This individual will be the first person in this role and as such, will have the ability to carve the path forward for the Freedom Fund with an ambitious communications strategy.

We are looking for someone who will be able to create and promote the organization's strategy internally while simultaneously driving it forward externally. This individual will need to be an experienced strategic leader who can create strong alignment between organizational strategy, external relations, and

communications tactics and execution. This position also requires skills with building relationships and working cross-functionally.

Inheriting a “small but mighty” communications team, the individual will bring an orientation toward growth and development of the team.

Responsibilities

- Lead the development and implementation of our global communications strategy.
- Develop and execute creative and powerful media strategies that elevate our brand, engage potential donors and advocates, and showcase the dynamic model and work of the Freedom Fund.
- Develop and cultivate close relationships with key editors, journalists and influencers at relevant outlets.
- In coordination with the Partnerships and Programs teams, design and implement effective outreach strategies for engaging new audiences, prospective donors and deepening relationships with current supporters.
- Lead the creation of high-quality media materials, including press releases, pitches, bylines, briefing notes and media follow up.
- Develop and implement an effective strategy for leveraging social media and other digital communications to enhance the Freedom Fund’s brand and further our strategic goals.
- Develop internal resources (including speakers) so we are able to powerfully present the Freedom Fund externally.
- Identify and secure thought leadership opportunities across the organization, including bylines, speaking and executive personal branding opportunities.
- Manage one full-time direct report, freelance designers, photographers, videographers, printers, and other independent contractors.
- Expand key performance indicators and further current analytics to show the effectiveness of the Freedom Fund’s communications activities to allow for continued improvement of strategy and tactics.

Qualifications and experience

Essential

- At least 10 years of experience in a professional environment with a focus on external communications.
- Excellent people and project management skills, including staff development and agency/vendor management.
- Innovative thinker, with a track record of translating strategic thinking into action plans and output.
- Strong experience in crafting effective media hooks, identifying PR opportunities, and conducting media landscape analysis, including an ability to judge and implement tactics and campaigns that will attract local, national and international press attention.
- Passion for storytelling and being part of a growing organization.
- Collegiate approach able to engage and support colleagues to effectively represent the Freedom Fund externally including with media.
- Excellent planning, project management and organizational skills, so as to manage multiple priorities at once, while also retaining a thorough attention to detail.
- Outstanding ability to develop key relationships and strategic partners, around both communications and/or fundraising opportunities.
- Intellectually curious -- constantly seeking to understand and internalize various subject areas of a complex model.
- Entitled to work in the United States without work permit sponsorship from the Freedom Fund, and able to work from the NYC office full time (post covid).

Desirable

- Bachelor's degree
- Managerial experience
- Experience in the anti-trafficking, international development or human rights sectors would be highly valued, as well as some partnership experience.

Personal attributes

Essential

- A commitment to the Freedom Fund's vision, mission, values and goals, with a passion to work in promoting human rights around the world
- A willingness to work as part of a team in a cooperative and supportive way
- A commitment to excellence and a relentless pursuit of results, a self-starter with an exceptional work ethic, strong organisational skills and a can-do attitude
- Ability to build relationships with a wide range of individuals from diverse backgrounds.
- Ability to work independently, displaying strong initiative in solving day-to-day problems with limited direction.
- An entrepreneurial drive and exceptional attention to detail
- A willingness to undertake careful planning, and to manage multiple activities under pressure and with high levels of precision
- Ability to make critical judgments, solve problems and to be resourceful
- Ability to motivate and support direct reports and build a high functioning team.
- Willingness and ability to travel locally and internationally.

Compensation

- \$85,000-\$100,000 annually
- 5% non-contributory pension scheme
- 25 days holiday per year, plus public holidays.
- Generous health insurance scheme.

Application procedure

Applications should be submitted in English and include a CV, cover letter (maximum one page) and contact details of two professional referees, one of which must be the applicant's current / most recent line manager or current / most recent Head of HR.

Please send applications by email in PDF format to jobs@freedomfund.org, including 'Head of Communications' in the subject line before 5pm EST on 18 January 2021.

Please note that only candidates selected for further consideration will be contacted. No phone calls please. **No agencies please.**

The Freedom Fund is an equal opportunities employer. In line with our values of respect, agility and excellence, we value the strength of a diverse workforce and encourage applications from people with disabilities, Black, Asian or Minority Ethnic (BAME) backgrounds, LGBT+ and from different socio-economic backgrounds. Applicants must be eligible to work in North America.

The Freedom Fund is committed to the importance of meaningful survivor inclusion and leadership. As such, particular consideration will be given to applicants with lived experience of trafficking and/or forms of modern slavery.

The Freedom Fund prioritises Safeguarding. As part of our commitment to the protection of children and vulnerable people in our work, any offer of employment with the Freedom Fund will be subject to satisfactory pre-employment checks to ensure we recruit only those who are suitable to work with children and vulnerable persons. These checks include Disclosure and Barring Service and/or International Criminal Records Checks, satisfactory references, proof of eligibility to work in the national location of this role and checks against the Office of Foreign Assets Control data list (OFAC) which highlights any connections to terrorism or trafficking. Any offer of employment or consultancy with The Freedom Fund will only be made following both successful background checks being conducted on the applicant and upon receipt of satisfactory pre-employment checks by former employers. Such checks may be updated periodically during the course of the period of employment or consultancy. By submitting a formal application, you agree to the Freedom Fund carrying out these checks.