

## Job Description: Head of Communications

LOCATION: LONDON OFFICE

REPORTING TO: MANAGING DIRECTOR, EXTERNAL RELATIONS

START DATE: ASAP

FULL TIME: 37.5 HOURS PER WEEK

### About the Freedom Fund

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The Freedom Fund ([www.freedomfund.org](http://www.freedomfund.org)) is a leader in the global movement to end modern slavery. The Freedom Fund works to combat many different forms of extreme exploitation, including forced labour, sex trafficking, forced marriage, and the worst forms of child labour. The Freedom Fund:

- **invests** in those countries and sectors with the greatest incidence of modern slavery.
- **analyses** which interventions work best and **shares** that knowledge.
- **brings together** a community of activists committed to ending extreme exploitation 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 exploited and free those in situations of exploitation.

In its first eight years, the Freedom Fund has supported over 140 organisations in Bangladesh, Brazil, Ethiopia, Indonesia, India, Myanmar, Nepal and Thailand.

### About the position

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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 Managing Director of External Relations, the Head of Communications will lead a dynamic team of 3 to engage media, donors, and shape and execute on our global communications strategy. The successful candidate will have the ability to carve the path forward for the Freedom Fund with an ambitious communications strategy.

We are looking for someone 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.

Leading a small but dynamic communications team, the individual will bring an orientation toward growth and development of the team.

## Responsibilities

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- Lead the development and implementation of our global communications strategy and associated/tactical workplans, reporting on the performance of key metrics to senior managers.
- Collaborate across the Wider Management Team, creating close and effective relationships with other department heads and developing new ways of working, with a particular focus on developing and promoting internal procedures and policies on the scope of work of the communications team and how other depts can access support
- Collaborate closely with the CEO, MD of External Relations and Head of Strategic Partnerships to ensure appropriate and effective delivery of new material for donor audiences.
- Oversee the evolution of the Freedom Fund brand and maintain a suite of brand marketing materials (including brochures, videos, presentations and templates) ensuring our visual brand/brand identity guidelines, brand narrative and key/topline messages are implemented in a consistent, creative and high-quality manner.
- Working closely with the Global Communications Manager, ensure the Freedom Fund website and social media accounts present our work in a dynamic, engaged and purposeful/thoughtful way, showcasing how we work in geographic hotspots, the impact of our programs and research, and the voices of the communities we serve.
- Working with the Global Communications Manager, ensure the growth of our digital marketing activity, including email brand marketing (not fundraising campaigns), paid search/PPC and display advertising, identifying and maintaining a retained digital marketing agency, monitoring campaign metrics, and adjusting activity according to lessons learned.
- Work with the Media and Public Relations Manager to devise and deliver media strategies that elevate our brand, engage potential donors and advocates, and showcase the breadth of modern slavery issues, our dynamic models as both a pooled/collaborative fund and an innovative funder of grassroots partners, and a champion of women's and survivor leadership including through identifying and engaging high-profile public figures.
- Work with the Media and Public Relations Manager to identify and secure thought leadership opportunities across the organization, including opinion pieces, speaking and executive personal branding opportunities.
- Oversee the development and delivery of content and other resources so we are able to powerfully present the Freedom Fund externally, including monitoring our program of content gathering commissions around the world, ensuring best practice in content gathering and content storage, supporting our in-house writing, editing, graphic design and print and video production capabilities, as well as ensuring we have a pool of freelance photographers, videographers, writers, editors, designers, translators, public relations and other contractors.
- Lead a team of three communications staff, directly managing the Global Communications Manager and Media and PR Manager while supporting the Creative Content Producer where needed.
- Work closely with Partnerships and Programs teams colleagues to ensure we are accessing and sharing the right types of content and stories in suitable formats for our audiences (current donors and prospective philanthropic and institutional donors, researchers and academics, and grantees)
- Support colleagues globally with advice about their communications activity; work closely with communications counterparts at Freedom Fund founding donor organisations and other key allies
- 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.

- Keep abreast of trends and issues affecting the communications function and act at all times as a champion for dignified storytelling.

## Qualifications and experience

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- At least 7 years of experience in a professional environment with a focus on external communications with experience of overseeing the full range of communications activity, including brand development, maintaining digital channels (website and social media), content commissioning and production, media relations and PR, and email brand marketing.
- Good experience of digital marketing including SEO, paid search, paid social media advertising and display advertising.
- Excellent people and project management skills, including staff development and creative, brand, PR and digital agency management.
- Innovative thinker, with a track record of translating strategic thinking into action plans and output.
- Experience of overseeing media relations activity and identifying PR opportunities, and particularly of working closely with chief executives and other senior leaders to identify and support media interview and op-ed authoring opportunities.
- Past experience in speaking to and creating messaging for American audiences and working with US based media.
- 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.
- Managerial experience
- Leadership experience
- Experience in the anti-trafficking, international development or human rights sectors would be highly valued, as well as some partnership experience.
- Ability to travel to New York frequently to work with the rest of the team.
- Entitled to work in the United Kingdom without work permit sponsorship from the Freedom Fund.

## Personal attributes

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- 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

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- £70,122 - £71,968 per annum pro rata
- 10% non-contributory pension scheme.
- 25 days holiday, plus public holidays.
- Season ticket loan and cycle scheme available.

## Application procedure

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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. If professional referees are not applicable, personal references are welcomed, providing they are able to speak to the strengths listed in the above description.

Please send applications by email in PDF format to [jobs@freedomfund.org](mailto:jobs@freedomfund.org), including 'Head of Communications' in the subject line before **9.00am BST on Monday March 27<sup>th</sup>**

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 strongly encourage applications from people with disabilities, Black, Asian or Minority Ethnic backgrounds, LGBTQ+ and from different socio-economic backgrounds. Applicants must be eligible to work in the UK. The Freedom Fund will aim to meet candidates' access requirements throughout the recruitment process. If this is applicable, then please notify us.

**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 human trafficking and/or forced labour.**

The Freedom Fund offers any candidates with lived experience of human trafficking and/or forced labour the opportunity to have an informal and confidential pre-application chat with a member of our team to discuss suitability for the role as well as any reasonable adjustments that may be needed for the recruitment process. This conversation is intended to provide support to the candidate and will not have any negative impact on the recruitment process. Please get in touch at [jobs@freedomfund.org](mailto:jobs@freedomfund.org)

## Background checks

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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.

At the Freedom Fund, we are conscious that some candidates may have criminal records resulting from their experience of human trafficking and/or forced labour. Applications from individuals with a criminal record, or who have been formerly incarcerated are accepted. We welcome a confidential conversation on this as part of the pre-application chat noted above or at the point of an offer being made.

Any offer of employment or consultancy with The Freedom Fund will only be made following successful background checks conducted on the applicant. Such checks may be updated periodically during the period of employment or consultancy. Initial checks will only be undertaken at the point of a job offer being made, and always with the prior permission of the candidate.