

Job Description – Marketing & Communications Specialist

Position: Marketing and Communications Specialist

Reports to: Head of Fundraising

Based: Tamale, Ghana or Jinja, Uganda (we would consider alternative remote working arrangements if required)

Hours: Full time

Compensation: Starting salary of £32,000 per annum

About us

Our mission is to get preschool children in rural Africa school-ready. At present over 250 million children worldwide fail to receive the education and care they need in their early years which means they are less likely to do well in school, find gainful employment, and are at greater risk of early marriage, early parenthood and even criminality. Current approaches to solving this crisis are not proving effective or scalable in lower middle income countries.

That's where Lively Minds comes in. We have developed an award-winning Early Childhood Development programme that has been proven through randomised control trial to improve cognitive and socio-emotional skills and reduce malnutrition for pre-schoolers in hard-to-reach communities school-ready, so they have a greater chance of succeeding in school and in life. The programme provides marginalised Mothers with a parenting course that empowers them to run educational Play Schemes for pre-schoolers and to provide better home-based care, using cheap local resources. In addition, we started a radio programme for parents during COVID and this has now become a permanent fixture. The programme is delivered through government partners, is cheap and highly scalable. It genuinely has the potential to play a transformative role in ending the global ECD crisis.

We are extremely proud that the Government of Ghana have now adopted the programme and we have a ground-breaking partnership with them to support them to institutionalise it, fund it and to scale it to 60 education districts, reaching over 4000 communities and 1million children. In addition, an award-winning international research team are conducting a further randomised control trial to help us understand its impacts at scale. We see this as the test case that will provide the blueprint to take the programme to scale it to a new country within the next few years.

We're a lively ambitious organisation, determined to have a major positive impact on the world. We work hard, at a fast pace, in a challenging environment. We expect everyone to give their best to achieve the best possible results. Our work is demanding but provides plenty of opportunity for innovation, responsibility, growth, collaboration, creativity and fun. We want all staff to be happy, fulfilled and to feel appreciated and valued in their work.

To find out more about our programme, please visit www.livelyminds.org

About the role

We are recruiting a Marketing and Communications Specialist, who will support the implementation of our Fundraising and Advocacy strategies. The postholder will project manage our communications and marketing initiatives to ensure that Lively Minds is well positioned to attract new donors (corporate, major donors, philanthropic foundations and institutional) to continue our expansion. Expansion plans include scaling the programme nationwide in Ghana, regionally in Uganda, running a pilot of our radio programme and exploring new countries to operate in. The postholder will oversee the Marketing and Communications Officer who is based in Tamale and will support in the creation of communication pieces to fulfil our aims.

The role will report to the Head of Fundraising and work closely with the Head of Advocacy. This would be the ideal role for an experienced communications professional with an interest in fundraising or a fundraiser with a flair for creative design. This is an exciting time to be joining the team and a unique opportunity for an individual with excellent communication skills, project management experience and a passion for creativity to make their mark on this newly created role and to have an impact on the future direction of Lively Minds.

Main Duties and Responsibilities

- Implement the communication needs of the fundraising strategy with the aim to attract new funders and supporters
- Support the communication needs of the advocacy strategy with the aim to influence governments and the global ECD sector
- Oversee and write creative and engaging impact stories, collect images & infographics detailing the impact of our work, disseminated through blogs, social media, videos and fundraising pitches, reports, recruitment material, event/award applications and press releases
- Project manage the redesign of the website including a review of content, design and structure
- Build and monitor analytics for communications and engagement rates on social media and the website
- Use communication best practices and innovative ways to strengthen and build trust in our brand
- Ensure all communications abide GDPR and data protection regulations
- Pursue media opportunities for brand awareness and fundraising opportunities
- Identify and attend relevant upcoming global events on ECD and scaling programmes inter-governmentally in the global south
- Line manage and oversee the work of the Marketing and Communications Officer and other communications resource as needed

You may be assigned any other responsibility in agreement with your line manager, in contribution to Lively Minds work and in recognition of your experience and skills. It is therefore expected for staff to be flexible and willing to contribute to the work of the wider team.

To succeed in this role, you will be

To succeed in this role, you:

- Have excellent communication skills (written and verbal)
- Love to develop creative content and collateral and support materials
- Are able to deliver high-quality thoughtful work in a fast-paced environment
- Have excellent creative and design skills
- Are able to drive high performance in others by setting clear goals and expectations
- Are creative, proactive, and energetic
- Are a team player that values and prioritises inclusivity

Experience and Skills

- Solid experience of working in a marketing, communications, design, fundraising or similar team
- Experience of developing a successful communication materials
- Experience of representing your organisation externally
- Excellent communication (English), both oral and written
- Excellent use of word, including PowerPoint, Canva and other relevant design platforms
- Understanding and experience of GDPR and other relevant data protection and consent regulations
- Experience of managing or coaching others
- Experience managing projects and consultant – specific experience of managing a website redesign would be an advantage
- Proven experience of developing communications and fundraising collateral including pitch decks, case studies, info graphics, etc
- Proven ability to manage a complex and varied workload and to deliver at pace

Desirable

- Line management in the global south
- ECD/education/NGO experience in the global south
- Fundraising, communications marketing or project management qualification
- Knowledge of the international development donor landscape

You will be expected to perform against the Lively Minds Competencies.

How to apply

If this sounds like you, please complete an application form and send it together with your CV and also attach a copy of a piece of design work that you are most proud of to jobs@livelyminds.org by **11:59pm GMT on Monday 12th June**. Applications will be reviewed as they are received so we encourage you to apply early.

Due to resource constraints, we apologise, but we will only respond to shortlisted candidates.

Lively Minds operates a strict Child & Vulnerable Adult Protection Policy, and we therefore check suitability of successful candidates through background checks consisting of references and police checks.

Lively Minds is fully committed to equity, diversity and inclusion. We want this to be reflected in the diversity of the people who work for us and we welcome applications from people from all backgrounds and identities.

Lively Minds | Registered Charity Number 1187460 Lively Minds | Find out more at www.livelyminds.org

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