

Lively Minds Job Description – Senior Writer

Reports to: Chief Executive Officer

Based: Remote but with preference for Sub-Saharan Africa or UK. Needs to spend extensive time travelling to Ghana to understand the programme well.

Salary: Starting salary of £38,000

Hours: Full time

Contract: Permanent

About us

Our mission is to get preschool children in rural Africa to thrive. 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 low & 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, so they have a greater chance of succeeding in school and in life. The programme provides marginalised Mothers with a parenting course and weekly radio broadcasts that empowers them to run educational Play Schemes for pre-schoolers and to provide better home-based care, using cheap local resources. 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 are now turning our attention to scaling the programme nationwide across Ghana, scaling up the radio in it's own right and moving to new countries.

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, take a look at the videos about our programme <https://www.livelyminds.org/videos>

About the role

Our current annual budget is approximately £5m and we plan to double this over the next few years to support our expansion ambitions. The majority of our funding is currently from grants (trusts, foundations and institutional grants) and we see this income-stream being the main way to fund our expansion plans.

The Senior Writer will be required to support fundraising efforts through donor reporting, impact reporting, proposal writing and applications for challenge events, awards and speaking engagements.

In addition, the postholder will develop high quality communications and advocacy collateral that showcase the organisation, our impact and our approach to policy-makers, funders, practitioners and other stakeholders.

This is a unique opportunity for an ambitious writer to join a fun, high impact, mission driven organisation.

Deliverables

- Produce high quality bespoke progress/grant reports, and also produce termly standardised reports that can be used for many funders and stakeholders. The reports need to accurately communicate progress, challenges/lessons learnt and impact stories to showcase the impact their funding is having. You will also need to coordinate information flows from colleagues to ensure you have the data you need for the reports.
- Develop compelling communications collateral (impact reports, case studies, pitch decks, newsletters, blogs, press releases, speeches, social media posts, articles) for a variety of audiences including policy-makers, practitioners, funders and ECD stakeholders.
- Support the development of funding proposals, event/award applications, challenge applications, speaking events – ensuring copy is clear, on-brand and compelling.
- Lead on the content of Lively Minds website and ensure that it is a key fundraising & advocacy asset. As part of this you will also build and monitor analytics for communications and engagement rates on social media and the website
- Commission and work with external creatives (videographers, photographers, graphic designers) to communicate impact and performance
- Support brand development by ensuring that templates are updated and used consistently across the organisation

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.

Experience and skills

To succeed in this role, you will need:

- **to be a strong and fast writer:** You will be required to write about a range of issues (cost-effectiveness, reach, impact, how the programme works). You must be able to analyse what will be of most interest to the audience and convey this in a compelling way with meticulous attention to detail
- **to collaborate well with other team members:** you will need to obtain the information you need to write about from colleagues across the organisation and in particular will work closely with CEO, Director of Finance, Head of Monitoring & Evaluation and Advocacy Manager
- **to be a fast learner with growth mindset:** you will have to become an expert in how our programme works, the ECD landscape, and the terminology of the programme and the ECD sector. You need to be willing to integrate feedback and adapt to new approaches and processes.
- **to have good organisational & time management skills:** you will have to balance competing priorities to meet deadlines. Much of the work you produce can be repurposed and you will need to be able to decide where work needs to be developed afresh and where existing content can be adapted.

Technical abilities

Essential

- Excellent english writing skills : minimum of 3 years' experience as a writer, in communications, fundraising or related field
- Strong Microsoft Word, Excel, Powerpoint skills
- Proven ability to manage projects and prioritise time

Desirable

- Fundraising, marketing, comms or sales experience
- Experience working in international development
- Graphic design skills

How to apply

If this sounds like you, please send your CV and a cover letter (max 2 pages) explaining why you'd be the best candidate for the role to jobs@livelyminds.org by **11:59pm GMT on 26th November 2023**

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.