



## COMMUNICATIONS AND MARKETING OFFICER

**Basis: Full-time paid position**

**Location: Finsbury Park, London, UK**

**Salary: £23,500 - £27,000**

**Start date: Immediate**

**Reporting to: Programme Development and Fundraising Manager**

**Direct Reports: None but management of UK office volunteers is part of the role**

### Outline

This is an exciting opportunity to join the team at Teach A Man To Fish, an international development charity. We are looking for a proactive and driven individual, with a demonstrated track record in marketing communications, some experience in media relations and events organisation and excellent administrative capability. The Officer will develop and manage organisation-wide communications to raise the profile of Teach A Man To Fish with external audiences and ensure that high quality communications are produced and shared in a timely fashion with the appropriate audiences. In addition, the Officer will provide marketing and communications for our exciting School Enterprise Challenge Awards programme and the Pan African Awards for Entrepreneurship in Education.

### About Teach A Man To Fish

At Teach A Man To Fish our mission is to empower young people in schools with the skills and mindsets that help them to succeed in work and in life. We guide schools step-by-step to set up student-led educational and profitable school businesses that are both educational and profitable. Participation in planning and running a real-life business empowers students with critical workplace, entrepreneurship and life skills so that they leave school prepared with the competencies to get a good job or run their own successful business.

We are a small organisation with big reach - since 2006 we have brought our pioneering School-Business Model to more than 100 countries, assisting over 300,000 young people.

**The Overall Aim of this role is to raise the global profile of Teach A Man To Fish**

### Main responsibilities:

The Communications and Marketing Officer role encompasses three main areas of work – Communications and Media Relations; Marketing; and Events Management. The Officer will be managed and supported by the Programme Development and Fundraising Manager and work with the programmes teams in the UK and in our countries of operation.

### Communications and Media Relations

- Identify, develop and manage relationships with different media to raise the profile of Teach A Man to Fish, our key staff and our partners in hi-profile media publications
- Create and manage high-quality Teach A Man To Fish communications for different media, social media, print materials and publications, and the Teach A Man To Fish website.
- Represent Teach A Man To Fish externally at conferences, meetings and other events
- Work closely with the Programme Development and Fundraising Manager to develop and implement a Teach A Man To Fish Communications strategy



- Ensure that internal communications materials and systems are maintained and enriched

#### **Marketing**

- With the support of the Fundraising Manager, develop and maintain effective marketing materials
- Work with the School Enterprise Challenge programme team to market and promote the programme
- Lead the marketing and management of the annual Pan African Awards for Entrepreneurship in Education.
- Work with the Fundraising Manager to market fundraising-related events

#### **Events**

- Work closely with the CEO to promote and manage our annual two-day "Education That Pays" conference

#### **Other**

- Maintain contact database and email marketing system
- Recruit and line manage UK volunteers to support specific communications tasks
- Ensure collection of up-to-date communications materials including video, photographs, case studies, presentations, texts and maintain a central library of these

#### **Person Specification**

The successful applicant will have the following qualifications, skills and experience:

##### **Essential**

- Right to live and work in the UK (no applications will be processed from applicants without this right).
- Undergraduate degree in a relevant field
- Minimum 2 years' marketing or communications experience
- Experience in managing events
- Native-level English written and verbal communication skills with the ability to adapt communications for different audiences
- Solutions-orientated with a demonstrated ability to proactively identify and solve problems.
- Excellent administration and project coordination skills
- IT proficient – confident user of Word, Excel, social media and graphics packages
- Experience in website maintenance
- Organised approach with keen attention to detail
- Proven capacity to manage multiple tasks simultaneously with high quality results
- Positive can-do attitude and a team-player.
- Demonstrated interest in international development and education

##### **Desirable**

- French or Spanish language skills – intermediate or above
- Experience of working or volunteering in a small, fast-paced office environment
- Experience of living and working in a developing country context
- Video editing experience would be beneficial.

#### **Application Procedure**

Please submit a CV and a covering letter (max 2 pages) on [Charity Job](#). Please explain why you are interested in this role and how your relevant experience and skills match this person specification.

The closing date is the end of the day on **24 August 2018**. We expect to hold first round interviews 03-05 September.