



European  
Network on  
Statelessness

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## Job Advert – Communications Manager

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The European Network on Statelessness (ENS) is a network of NGOs, academic initiatives and individual experts committed to addressing statelessness in Europe (100 members in over 30 countries). We believe that everyone has a right to a nationality and that those who lack nationality altogether – stateless persons – are entitled to protection. ENS is dedicated to strengthening the often unheard voice of stateless persons in Europe, and to advocate for full respect of their human rights. We aim to reach our goals by conducting and supporting law and policy development, awareness-raising and capacity building activities.

ENS is seeking a Communications Manager to manage, coordinate and lead the development of innovative communications and media strategies to strengthen the Network's profile and ability to achieve its mission and strategic objectives. We are a young, vibrant and fast developing organisation which now needs to convey its growing research base and authoritative voice to a wider audience. A primary vehicle for this will be ENS's campaign "None of Europe's Children Should be Stateless", the next phase of which will be designed and delivered by the post-holder. Working in a small charity, the role requires an individual capable of thinking strategically while being hands-on on a day-to-day basis.

The successful candidate will have significant experience of working with print, broadcast, digital and social media and having successfully promoted particular messages, ideally in a NGO/charity environment. The candidate will be highly articulate with advanced IT skills and able to effectively manage and work within networks and coalitions for campaigning and advocacy purposes. The candidate will be contributing positively to our dynamic organisational ethos, be able to demonstrate a flexible and entrepreneurial 'can do' approach and fit well into a fast moving and demanding environment with an international dimension.

The Communications Manager will also work with the Director to diversify income streams, identify and engage new funding relationships and build new strategic partnerships. Along with the Operations Manager, the post-holder will play a key role in the organisation's fundraising and strategic planning. The role therefore represents an exciting opportunity for candidates with the requisite flexibility, ambition and drive, as well as possessing a strong commitment to help improve the lives of stateless persons across Europe.

**ENS supports flexible working arrangements. Therefore, although this post is advertised as full-time, consideration will be given to applications from suitably qualified candidates interested to work part-time (including initially). It is a requirement that applicants have no restrictions to work in the UK.**

## Job Description

### Communications Manager

<b>Location</b>	ENS offices in Highbury, London N1
<b>Reporting to</b>	ENS Director
<b>Responsible for</b>	Initially for volunteers/interns (& communications staff if/when hired)
<b>Salary</b>	Up to £35,000 depending on experience
<b>Main purpose of job</b>	To manage, coordinate and lead the development, implementation and review of innovative communications and media strategies to strengthen ENS's profile and ability to achieve its mission and strategic objectives. To play a pivotal role in designing and delivering campaigns to promote the rights of stateless persons in Europe.

### Key Responsibilities

#### 1. Communications & Media

- 1.1 Working closely with the Director to design and implement an effective pan-European communications strategy (including media and digital) for the organisation (including to encompass/facilitate the functions identified below):
- 1.2 To play a pivotal role in designing and delivering awareness-raising campaigns to promote the rights of stateless persons in Europe;
- 1.3 To develop cost-effective strategies and channels to inform and support processes such as knowledge sharing, resource mobilisation, lobbying, campaigning and public engagement activities and support for members/stakeholders;
- 1.4 Engage proactively with partners, constituents and members, to ascertain needs, share information, knowledge and tools to enhance their own communication abilities and effectiveness;
- 1.5 Promote the ENS brand to enhance the organisation's visibility, reputation and credibility, including ensuring standardisation for all external communications. Ensure ENS communications reach all relevant stakeholders and constituents across geographical, demographic and language divides;
- 1.6 To conceptualise and develop creative communications actions and tailored tools for ENS targeting EU and global reach audiences, including for EU target groups;
- 1.7 To be proactive in generating news coverage to raise the profile of ENS and highlight key campaign issues by writing press releases, letters, articles and blogs as well as providing briefings for the media;

- 1.8 Responsible for ENS's website, ensuring it is up-to-date and user friendly;
- 1.9 Leading on the proactive development of ENS's social media, including Twitter, Facebook, LinkedIn and YouTube including the writing and distribution of regular messages to keep a range of audiences engaged;
- 1.10 Manage the development and production of brochures, newsletters and the Annual Report of the organisation, as well as ENS's weekly blog;
- 1.11 Pitch story ideas to the press and respond to media enquiries effectively and accurately ensuring that responses are consistent with ENS policies and procedures;
- 1.12 Work with colleagues/members to summarise and communicate key policy positions in ways that are suitable for political audiences;
- 1.13 Act as spokesperson for ENS, as appropriate, and offer training and briefing to colleagues/members in relation to their media work;
- 1.14 Information management: reply to general requests for information and prepare (standardised) responses. Disseminate information to ENS members and external contacts;
- 1.15 Manage the production and dissemination of ENS publications (print and multimedia);
- 1.16 Copyediting and proofreading publications and other output/materials.

## **2. Fundraising, Development & Other**

- 2.1 Contribute to the strategic and operational planning of ENS;
- 2.2 Undertake the communications aspects of ENS's fundraising strategy to raise the Network's profile with current and potential supporters;
- 2.3 Work with the Director to diversify income streams, identify and engage new funding relationships and build new strategic partnerships. Support/assist with drafting proposals and reports;
- 2.4 Undertake other innovative fundraising initiatives, including to develop/instigate crowd funding and public/supporter initiatives and related tools;
- 2.5 Recruit and/or supervise volunteers/interns/staff/contractors (& related budgets) in support of ENS's work;
- 2.6 Represent ENS at relevant external events across Europe (including to provide training where appropriate). Assist with the organisation of events where appropriate;
- 2.7 This job description is not exhaustive but is a guide to the main functions and responsibilities of the post. It is subject to review in the light of changes and development of the organisation. The post holder may be asked to undertake other duties for which the post holder has the necessary experience and/or training.

<b>Person Specification</b> <b>Key Criteria</b>
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Candidates must demonstrate and explain in their application how and why their previous experience, skills, abilities and knowledge meet the requirements of this post.

***Applications that fail to demonstrate this will be not be considered for shortlisting.***

**Qualifications and Experience**

1. Extensive experience in a communications role (preferably including some management or project lead experience);
2. Proven experience of working with print, broadcast, digital and social media and successfully promoting particular messages, ideally in a NGO/charity environment;
3. Proven experience of writing, editing and proofreading English, to a high standard;
4. Evidence of success in building, forming and maintaining relationships with journalists;
5. Proven experience of maintaining websites and social media platforms;
6. Experience of fundraising (preferably including proposal and report/evaluation writing), and knowledge of the marketing communication mix.

**Skills and Knowledge**

1. Native English speaker or equivalent fluency (other European languages an advantage);
2. Highly articulate, with excellent written and oral skills, and the ability to communicate with a range of audiences;
3. Knowledge of communications and digital media, marketing and branding;
4. Knowledge of civil society networks and international organisations and institutions;
5. Networking skills and ability to engage with stakeholders at various levels;
6. Proven ability to prepare strategies for communication and media;
7. Ability to innovatively and creatively apply influencing techniques and tactics as well as to think from a reader/audience perspective;
8. Ability to translate positions on complex issues (legal and social) into reader-friendly as well as policy-relevant language;
9. Strong project management (including monitoring and evaluation) and organisational skills;
10. Ability to rapidly assimilate and digest large volumes of information;

11. Ability to effectively manage and work within networks and coalitions for lobbying and advocacy purposes;
12. A high/advanced degree of web fluency (HTML, CSS), with demonstrable experience of using Web Content Management Systems (experience of using Drupal would be an advantage), experience of email marketing platforms such as MailChimp, Google Analytics (desirable) and social media to support communications activity across different channels;
13. Sound knowledge of MS Office applications. Knowledge of Adobe In-design, Illustrator and Photoshop, would be an advantage. Ability to present and format documents to a high standard;
14. Previous experience in the production and distribution of multimedia and user-generated content (e.g. video, blogs, podcasts, etc.) and good understanding of its use in a campaign context.

### **Personal Qualities**

1. A can-do attitude and flexibility working in a small team;
2. Confident, resourceful and proactive, with initiative and a problem-solving disposition;
3. Dynamic, enthusiastic, highly organised, hard-working and self-motivated;
4. The ability to deliver under pressure, meet deadlines and take personal responsibility for their work;
5. Ability to work independently and as part of a team in interdisciplinary and multicultural environments;
6. An ability to work effectively with a range of stakeholders, internal and external, including senior staff, trustees, grantees, policy makers and practitioners and young people;
7. A strong and demonstrable commitment to the human rights of stateless persons;
8. Ability to travel (mainly within Europe);
9. No restrictions to work in the United Kingdom.

### **Desirable Criteria**

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The post holder may meet some or all of the following *desirable criteria* for the post:

1. Undergraduate level qualification in a relevant subject (e.g communications, public relations or marketing);
2. Experience of crowd funding and/or running public/supporter giving programmes;
3. Knowledge of EU funding streams and related grant management or project experience;
4. Experience of working for a civil society coalition or network/membership NGO working on human rights issues;
5. Competency in additional languages (particularly French, Spanish, Italian, Russian and/or German).

## Equal Opportunities Statement

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ENS aims to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement, which is not demonstrably justifiable.

## Application Procedure

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Candidates should send a Curriculum Vitae, a detailed Personal Statement (fully addressing **all** the criteria in the person specification) and a writing sample in English (max 1500 words) FAO Jessica Cunliffe ([info@statelessness.eu](mailto:info@statelessness.eu)) no later than **Monday 7 September 2015**, stating Communications Manager in the subject heading. For questions about the role contact ENS Director Chris Nash ([chris.nash@statelessness.eu](mailto:chris.nash@statelessness.eu)).

Candidates should also provide details of at least two referees (not to be contacted until a job offer is made).

Regrettably, due to the large number of applications we usually receive, it is not possible to write to you should you not be short-listed for an interview. If you have not heard from us within 20 days of the closing date, please assume that your application has not been successful on this occasion.

Interviews will be conducted on Monday 14 September and Thursday 17 September.

**Deadline for applications: Monday 7 September 2015**