



## **ECPAT International Vacancy Notice Communications Manager**

<b>Position:</b>	<b>Communications Manager</b>
<b>Reports to:</b>	<b>Deputy Executive Director Network Development/External Relations</b>
<b>Location:</b>	<b>Home-based</b>
<b>Starting date:</b>	<b>As soon as possible</b>
<b>Period:</b>	<b>Until August 2021</b>

### **Background**

ECPAT International is a global network of civil society organizations working together to ensure that children everywhere enjoy their fundamental rights, free and secure from all forms of sexual exploitation.

The ECPAT network currently has 122 member organizations in 104 countries. All members are independent organisations that work against the sexual exploitation of children. The Secretariat of the network is based in Bangkok, Thailand. The Secretariat implements global level programmes, and undertakes programming, campaigning, advocacy and research to facilitate a range of network initiatives.

ECPAT's capacity to accelerate progress against the sexual exploitation of children requires a strong and more effective network, served by a responsive and unifying secretariat. Successful network development links national, regional and international efforts, with clear accountability among the different parts of the organization – in order to bring positive results for children.

### **Overall Purpose of the Position**

The Communications Manager will implement ECPAT International's communication strategies, with specific focus on developing, overseeing production and distribution of content to promote ECPAT's brand, activities and products. The Communications Manager will act as a liaison between ECPAT's secretariat, the public, and the media, support the preparation of campaigns and help strengthen ECPAT's advocacy, awareness and fundraising efforts, both within the network and towards the wider public and other stakeholders. The Communications Manager will oversee a small Communications team consisting of two staff and occasional support from Communication interns.

### **Key areas of responsibilities**

#### **Content**

- Responsible for the overall production and distribution of content through ECPAT's communication channels, including traditional media, social media, website and various internal communication channels.
- Generate and edit engaging content on ending the sexual exploitation of children
- Carry-out final proof-read and copy check of all content before publication.

- Establish and maintain communications routines that provide ongoing influx of stories on activities, successes and challenges from the ECPAT network
- Identify and shape impactful stories that build meaningful connections and encourages community members to take action
- Create editorial calendars and syndication schedules

### **Social Media**

- Initiate, support and carry out organic social media campaigns (campaign strategies, budget planning, implementation schedules) for advocacy, awareness and fundraising
- Ensure regular outreach to, and engagement with ECPAT member organisations through social media
- Ensure thorough monitoring of and response to online comments and alert senior management of potential social media crisis
- Gather and use social media metrics to measure and increase performance of ECPAT's campaigns and social media channels
- Supervise one Social Media Consultant and recruit, guide and support potential Communications interns (ECPAT's International internship programme is currently on hold due to the Covid-19)

### **ECPAT Website**

- Ensure proper management and maintenance of ECPAT's current website
- Oversee and guide a web-development agency towards successful finalization and launch of ECPAT's new website (process currently ongoing with launch planned for Q2 2021).

### **Publications**

- Oversee effective functioning and implementation of the design and layout process of ECPAT reports and publications.
- Supervise one Design Associate

### **Other**

- Ensure Brand compliance at the Secretariat and amongst network members.
- Guide and motivate network members and secretariat staff in more regular production of good content, in particular audio-visual communications material.
- Provide support in the development of funding proposals and other strategic documents to ensure social media and communications is included in programme and project planning
- Responsible for development, monitoring, and implementation of work plans and of the Communications team.
- Support development of other communication materials, such as speeches and public presentations
- Any other activities specified by the supervisor.

## Qualification and experience

### Essential

- Advanced university degree in communication, journalism, public relations, media, social marketing, social media, development communication, or other related fields
- A minimum of five years of relevant professional experience working in the fields of communication, campaigning, journalism, advertising or public relations
- Demonstrated experience in managing digital communication and social media
- Willingness to stay up-to-date with current technologies and trends in social media, design tools and applications
- Strong writing skills
- Fluency in English language

### Qualifications that will be considered an asset

- Working in one or more of the following fields: Non-profit; Human rights; Child rights; Child protection; Development
- Having worked in Communications for a global organisation.
- Knowledge of French, Spanish or Russian or Arabic.
- Experience with producing Podcasts
- Working with video editing software

## Competency Profile

- Commitment to the mission, vision, values and principles of ECPAT
- Excellent communication and presentation skills
- Ability to plan and organize
- Ability to analyse and synthesize large amounts of information
- Ability to deliver high quality work under pressure and meet deadlines; and
- Ability to find creative solutions to complex problems.

## Salary and benefits

ECPAT offers a competitive remuneration package and staff benefits.

## Additional Information

- All staff are expected to act at all times in a manner consistent with the values of ECPAT International and in compliance with the organisation's policies and procedures including Child Safeguarding Policy and the Staff Code of Conduct.
- As a child-focused organisation, ECPAT has a strong commitment to child safeguarding and rigorous procedures. The successful candidate will be required to provide three referees and a criminal record from country of residence and country of origin (as applicable).
- ECPAT is currently carrying out an organisational review process with recommendations expected in June/July 2021. This may include recommendations for the overall organisational structure of ECPAT Secretariat and therefore the position is only offered till August 2021.
- Due to the relatively short period of this position the contractual arrangement will be a home-based consultancy.

**Application process**

On how to apply please visit ECPAT website: <http://www.ecpat.org/about-ecpat/employment/>

Applications can be sent to: [vacancy@ecpat.net](mailto:vacancy@ecpat.net)

Please mention in the subject line: Communications Manager

**Deadline: 10 January 2021**