SAFERWORLD
PREVENTING VIOLENT CONFLICT. BUILDING SAFER LIVES

JOB DESCRIPTION

Job Title:	Senior Communications Manager
Location:	UK or Kenya
Reporting to:	Chief Executive Officer (CEO)
Type of Position:	National – candidates must already have the right to work in the country of the Saferworld office where the role will be based (either Kenya or UK)
Salary range and Grade:	• Grade G • **UK annual salary**: £ 52,999 • **Kenya monthly salary**: Kes 577,999
Contract terms and hours:	Fixed Term Contract – 24 months (starting as soon as possible) Full-time: standard working week is 37.5 hours

Background

Saferworld is an independent international organisation working to prevent violent conflict and build safer lives. We work with people affected by conflict to improve their safety and sense of security and conduct wider research and analysis. We use this evidence and learning to improve local, national and international policies and practices that can help build lasting peace. Our priority is people – we believe in a world where everyone can lead peaceful, fulfilling lives, free from fear and insecurity. We work in over 10 countries across Asia, Africa and the Middle East. Saferworld works in equal partnership with civil society actors across the countries where we operate, ensuring partners take a leading and strategic role in designing, implementing, and evaluating programmes.

The Senior Communications Manager reports to the CEO and leads a small Communications Team. The role is responsible for developing, managing and monitoring Saferworld's communications strategy in line with our organisational strategy and remodelling process, and for leading on brand, media and positioning.

Saferworld is committed to providing a safe and trusted environment that safeguards our staff, partners and communities. Our organisational integrity is derived from the values and principles that underpin and guide our work.

Job purpose

Over the last year and a half, Saferworld has been going through an organisational remodelling and change process, assessing how best to deliver the commitments made in our organisational strategy and considering what it means to be a peacebuilding organisation at this critical moment in time. The Senior Communications Manager will accompany this process supporting and working through -with the Senior Operations Team (SOT) and teams- communication strategies based on the change we are aiming to achieve, proposing new communication approaches, listen carefully to what is needed and respond creatively. They will work with others to strengthen influencing strategies and tactics, rooted in the voices of people affected by conflict, and to build collaborative, value-driven alliances.

Working closely with the CEO, the SOT, Regional Directors and other colleagues, the post-holder will lead on: developing and delivering the communications strategy; content development and production; media engagement; and crisis and internal communications. Through their work they will ensure a consistent and credible external presence rooted in Saferworld's values, and centering the agency and work of our partners and of people affected by conflict in building peace and justice. The post-holder will be responsible for the Communications Team, the communications budget and the ensuring the approval systems.

They will model leadership that is collaborative, accountable and focused on high-quality value driven communications, moving between hands-on delivery and strategic planning.

Key areas of responsibility

Strategic development and organisational change

- Accompany the organisational remodelling process, working with the SOT and teams on communication strategies based on the change we are aiming to achieve, proposing new communication approaches, listening carefully to what is needed and responding creatively.
- Develop and deliver Saferworld's Communications Strategy in collaboration with the SOT, including objectives based on clear influencing aims, targets and external mapping, ensuring the strategy is rooted in equitable partnerships, centres the voices of people living in conflict and reflects decolonising approaches.
- Work with others to strengthen influencing strategies and tactics to support change and strengthen collaborative, value-driven alliances.
- Develop and implement communications initiatives that enhance brand awareness, ensuring a consistent and credible external presence rooted in Saferworld's values and mission.
- Lead the development of organisational communications across all communications disciplines, including internal communications, brand and identity, media and public relations, digital and social media, and high-quality written and audio-visual materials.
- Keep informed of new and emerging issues relevant to Saferworld's communications work, including best practice in the charity sector, and develop appropriate strategies to address them.
- Identify proactive and reactive opportunities to influence with Saferworld's messages.
- Lead the design and implementation of approval systems for external communications, providing quality control and protecting Saferworld's reputation.

Content development, production and promotion

- Create and maintain an organisational editorial and content strategy and annual plan, ensuring consistent messaging across all channels, engagement with key internal stakeholders to generate quality products, and delivery against deadlines.
- Lead the production of compelling communications outputs, including Saferworld's annual report, the website, marketing materials and visual assets (photos, videos and audio).
- Facilitate the development of Saferworld's core thematic, country, regional and global messages with the relevant teams and colleagues, ensuring they are regularly updated and consistent across all communications.
- Work closely with the Regional Directors, the Director of Cross-Organisational Policy, Advocacy, Advisory and Learning and the Senior Policy and Advocacy Adviser to increase the impact of Saferworld's advocacy and influencing work and ensure coherent messaging on priority issues.
- Working closely with the Communications Manager, oversee Saferworld's publications, content schedule and procedures.

Media development

- Develop and implement proactive media strategies that advance Saferworld's mission, moving beyond delivery of products to systematic narrative-building.
- Build relationships with relevant media to strengthen Saferworld's network and visibility, drawing on deep knowledge of the media landscape.
- Support country teams and partners, in coordination with Regional Directors, to understand and coordinate with media in different contexts, including social media and other channels.
- Oversee the coordination and quality of Saferworld's responses to press requests for comment, views and supporting information, and maximise opportunities for further engagement with colleagues and partner organisations.

Team and operational management

- Lead and continually develop a high-performing Communications Team that delivers high-quality advice and technical support and works creatively to meet tight deadlines.
- Develop and manage the communications budget, including budgets for communications tools and products.
- Undertake business planning, prioritise activities and set clear and realistic objectives based on capacity and expertise.
- Maintain regular dialogue with staff, particularly on planning and delivering media outputs, ensuring information is cascaded and escalated as needed.
- Oversee relationships with Saferworld's freelance designers, editors and proof-readers, ensuring adequate capacity and monitoring performance.
- Work collaboratively across the organisation, providing expert media and communications advice and playing a key role in protecting and enhancing Saferworld's reputation.
- Work with the Regional Directors and the Director of Cross-Organisational Policy, Advocacy, Advisory and Learning to identify and address communications knowledge and skills gaps across the organisation, through training, accompaniment and joint working.
- Lead the monitoring and evaluation of organisational communications and report to the SOT on lessons, trends and gaps, with recommendations for improvement.
- Support teams to monitor and evaluate their communications outputs and advise on revising communications strategies based on this data.

Crisis communications

- Provide strategic advice to the SOT on communications trends (including social media and misinformation), positioning, reputational risk and emerging sensitive issues.
- In collaboration with the Security Management Team, ensure Saferworld's crisis communications and response preparedness are fit for purpose and regularly monitored.
- Lead the activation of crisis response communications, working with the Security Management Team and providing reputational risk assessment and advice on media engagement to the SOT.
- Monitor the media landscape, proactively managing potential risks to Saferworld's reputation.
- Serve as a senior point of contact for media enquiries, ensuring timely and coordinated responses across the organisation.

Internal communications

- Advise the SOT and Leadership Team on internal communications policies and practices as needed.
- Oversee and coordinate training for staff on communications planning, design and delivery where necessary, and ensure staff are well briefed on key communications issues.
- Coordinate and oversee media and public speaking training for senior leadership to build Saferworld's group of spokespeople.

Key working relationships

- **Senior Operations Team and Leadership Team** – leading, advising and supporting senior colleagues on strategic communications, including organisational identity and voice, prioritisation of resources and internal communications.
- **Communications Team** – leading, motivating and supporting a small, talented team working under significant pressure in a challenging but stimulating environment.
- **Programme and Thematic Leads** – leading and supporting the development and delivery of effective communications strategies for Saferworld's country and thematic programmes.
- **Policy and advocacy colleagues** – working together to increase the impact of advocacy and influencing work and ensure coherent messaging on priority issues.
- **Funding Team** – working closely to develop marketing materials and ensure appropriate tone and messaging.

- **Security Management Team** – working together on crisis communications preparedness and response.
- **Media and journalists** – developing and maintaining relations with global media and journalists covering peace and conflict, including media outlets in programme contexts.
- **Partner and sector organisations** – building and maintaining relationships, partnerships and networks with communications specialists in partner organisations, sector organisations, agencies, institutions and donors.
- **Freelance suppliers** – commissioning and overseeing external designers, illustrators, videographers, photographers, copyeditors and proof-readers.

Scope and accountability

Decision-making and limits of authority	Responsible for developing, managing and monitoring the communications strategy and initiatives, and for developing and maintaining the annual content plan so that it delivers messages across our different priorities. Responsible for signing off communications products from a communications perspective and ensuring sign-off guidelines are followed. The post-holder is expected to demonstrate strategic leadership and innovation on communications, internally and externally.
Financial resources	Responsible for developing the Communications Team budget and monitoring expenditure.
Other resources	Responsible for ensuring the quality, accuracy and maintenance of the website, social media, databases and systems, and for protecting trademarks and intellectual property in products and information.
People management	Line management of the Communications Manager (London). Oversight of external designers, editors and other freelancers as required.
Legal, regulatory and compliance responsibility	Responsible for oversight of GDPR compliance from a communications perspective, and for compliance with brand, trademarking and communications regulations.

Person specification

Knowledge and Experience

Essential:

- Experience developing and implementing communications strategies that bring about significant policy and/or practice change.
- Significant experience of leading people-centred communications initiatives and strategies.
- Experience developing influencing strategies and communications with clear messages, products, targets and channels.
- Strong experience of international and/or domestic policy influencing, with a firm understanding of narrative change and decolonising approaches to communications.
- Experience of providing strategic, integrated communications and compelling organisational storytelling.
- Experience operating independently and thinking about content holistically across multiple channels.
- Understanding of discourses and the international policy environment on peace and conflict, international arms transfers, humanitarian and development work, and feminist and decolonial thinking for change in these areas.
- Proven experience of working in partnership with civil society organisations, NGOs and their networks.
- Track record of monitoring and responding to reputational risks or crises.

- Confident working with a range of content formats, including press releases, LinkedIn and BlueSky posts, media pitches, briefing documents and visual and video assets.
- A strong network of contacts relevant to Saferworld's work.

Desirable:

- Experience of campaigning in a small or medium-sized charity.
- Experience participating in crisis response and managing crisis communications.
- An established network of media contacts.

Skills/Abilities

- Exceptional ability to simplify complex information into compelling narratives for diverse audiences.
- Excellent editing skills, producing high-quality written outputs tailored to different audiences.
- High-level communication skills, including experience of communicating effectively across cultures and with diverse audiences, both verbally and in writing.
- Strategic thinker, proactive in identifying communications opportunities, with the ability to advise and influence at senior levels.
- Strong interpersonal skills and political awareness, with the ability to influence targets and build and sustain excellent relationships.
- Proven ability to work as both a leader and an effective team player, bringing people with you from across the organisation.
- Ability to manage and prioritise own and team workload with multiple competing deadlines.
- Ability to work in a non-partisan manner, sensitive to differences of ethnicity, religion and gender.

Personal qualities

- Self-motivated and persistent in the face of complex challenges.
- Collaborative, with the ability to build trust across teams.
- Able to lead by example, role model leadership qualities and create a safe and respectful environment for all staff.
- Commitment to own continuing personal and professional development.
- Commitment to and compliance with Saferworld's safeguarding principles and code of conduct.
- Commitment to gender equality, respect and value equality and diversity, and understanding of how this applies to own area of work.
- Commitment to the vision, mission and values of Saferworld.

Other requirements:

- Willingness to travel occasionally to Saferworld programme contexts or events as needed (dependent on security assessments, and aligned to our aim of working differently and reducing environmental impact).

Application process:

- Apply through our vacancy portal on our Saferworld Jobs website.
- Send your CV (maximum two pages) and a covering letter addressing the person specification and why you feel your experience matches the requirements of the role. AI should be used responsibly and for minimal support. Any applications showing heavy use of AI will be rejected.

Closing date for applications: 16th November

Interviews planned for the week commencing 23rd November