Communications Manager

OneVillage Partners seeks a full-time Communications Manager to manage and support the organization’s communications activities and strategies. The Communications Manager is a highly skilled communications professional and a key member of the OneVillage Partners’ Communications Team. Reporting to the Director of Development and Communications, the Communications Manager plays a key role in raising the public presence of the organization and in developing and implementing communications strategies across the organization. Specifically, the Communications Manager contributes extensively on communications strategy and capacity building in both Sierra Leone and the United States and oversees day-to-day communications activities and content creation and collection. This position will also be responsible for leading the organization’s public relations strategy and thought leadership activities. The Communications Manager manages communications staff who are based in Sierra Leone, collaborates with communications consultants for a variety of projects, and works directly with other departments and teams – including development, finance, monitoring, evaluation and learning, and programs. The Communications Manager is highly skilled at strategic communications, public relations, navigating multiple teams’ needs and priorities, and understands the critical role that strong communications play in growing the organization.

Responsibilities

**Strategy and Leadership**
- Create and implement the annual communications plan and budget in collaboration with the Development and Communications Director. Ensure the plan is in line with organizational priorities to raise OneVillage Partners’ public presence.
- Ensure consistency of communications strategy, messaging, and brand identity across the organization in both internal and external communications.
- Manage communications team members and identify opportunities to build and enhance the communications department.
- Ensure that all communications activities reflect organizational values; specifically, serve as an expert in decolonized and ethical communications and best practices.
- Monitor and report on communications focused Key Performance Indicators to inform communications work and strategies.
- Strategize digital marketing growth for the organization, including website performance management, SEO strategy, Google Analytics, and Google Ads.

**Communications Activity Management**
- Develop and manage the implementation of the annual Editorial Calendar for the organization.
- Manage annual budget for communications activities in Sierra Leone.
- Oversee the development, implementation, and analysis of the social media plan.
- Responsible for website management and delegation of website content creation and collection.
- Lead the project management of high-level communications projects, including the Annual Report and videos.
- Direct the creation of well-researched written content for various communications pieces for multiple audiences and platforms.
• Direct the collection and dissemination of high-quality content (i.e., photos, videos, quotes, stories)
• Develop and implement branding and communications training for OneVillage Partners staff and volunteers
• Collaborate with the Monitoring, Evaluation, and Learning Team to identify and implement ways to communicate program data, reports, surveys, and other program findings to a variety of audiences
• Collaborate with the Development Team in the creation and review of event related marketing and programming materials
• Work closely with Development team members to implement email marketing strategies, including advising on audience/list segmentation, planning, copywriting/editing, testing, and tracking results

Public Relations
• Create and implement public relations strategies for the organization to reach new audiences
• Identify and pursue thought leadership opportunities and work with staff to participate and increase public presence. This includes being the organization’s liaison with the MCLD network and pitching OneVillage Partners team members to speak at industry conferences.
• Manage the creation and dissemination of detailed media reports, press releases, presentations, and marketing materials to engage audiences and build brand recognition
• Collaborate with the Country Director to support networking and outreach opportunities in Sierra Leone with the goal of improving visibility
• Collaborate with Director of Development and Communications and Executive Director to identify and coordinate networking and outreach opportunities with the goal of developing funding relationships
• Identify and pursue opportunities to communicate and showcase our work with like-minded organizations and audiences

Qualifications

Requirements
• Experience in developing and managing strategic communications for a small to medium-sized organization and/or business
• Exceptional written and verbal English communication skills
• Understanding of brand development and increasing brand recognition
• Ability to adhere to organizational brand guidelines and communications pillars and values
• Team management experience
• Experience with translating M&E data to a variety of audiences
• Competency in training and working with multi-cultural staff
• Experience in media outreach and public relations
• Experience in digital marketing
• Proficient in Microsoft Office, Google Suite, Hootsuite, various social media platforms, and Adobe, Square Space
• Passion for international development and OneVillage Partners’ mission and vision
• Ability to work on a cross-cultural team and intersect with numerous other teams to achieve organizational goals
• Ability to work remotely with occasional U.S. and international travel

Preferred Qualifications
• Bachelor’s Degree in Communications, English, Marketing, or similar field
• Advanced Degree in related field a plus
• Familiarity of Sierra Leonean culture a plus
• Remote team management a plus
• Donor acquisition experience with targeted digital outreach
• Experience running successful, measurable digital communications campaigns

How to Apply
Please send an application that consists of a cover letter, resume, and three references to apply@onevillagepartners.org by Tuesday, May 31, 2022.