Title: Communications Manager, Membership
Responsible to: Head of Membership and Regional Support
Location: London NW3
Responsible for: People: None
Budget: £40K
Key Working Relationships: Provision of Communications advice and expertise to managers across the organisation. Strong relationships with Membership Directorate and communications teams in Membership Organisations.
UK Salary Grade: C

Job Purpose:
To provide an internal communications service within a large, complex, membership organisation.

The communication team is responsible for our global profile and branding, to ensure that WAGGGS is as a modern, impactful organisation advocating and delivering changes that benefit girls and young women.

Key Responsibilities

- Be first point of contact for our Member Organisations, volunteer groups, and internally within WAGGGS teams for advice and support around all aspects of the communications.

- Provide advice and support on the best methods including social and digital media to develop and ensure effective communications in individual countries/Member Organisations and in line with WAGGGS’ media strategy.

- Develop standard content and core communication material including: annual reports, news articles and WAGGGS messaging.

- Working with colleagues across the organisation, develop a variety of supporting materials, newsletters and communications for engaging Membership Organisations.

- Provide communications expertise for programme activities, to ensure effective programme delivery in line with our strategic aims and core messaging/brand

- Manage WAGGGS’ social media channels, coordinating and writing MO-focused content to reflect activity across the Movement

- Ensure the brand is communicated effectively and consistently and working with teams to develop eye-catching communications for our campaigns.
Job Description

- Develop, and provide support to, a network of communication teams from Member Organisations and Regional teams to improve our global impact through peer-to-peer support and exchange of best practices and learnings.

- Support delivery of external media opportunities where appropriate, including researching and drafting briefings and materials and supporting senior stakeholders in WAGGGS and Member Organisations.

- Take responsibility for own professional development and keep abreast of new developments in communications and media, particularly digital media developments, sharing knowledge and good practice across the team.

This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The line manager may stipulate other reasonable requirements.

The job description will be reviewed regularly and may be subject to change.
## Person Specification

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<th>Area:</th>
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<th>Desirable:</th>
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| Experience/Qualifications: | • Experience of internal communications ideally within a membership organisation  
• Extensive experience of social media tools  
• Experience of writing and editing a range of communications materials | • Intermediate design skills, working knowledge of Adobe Suite including video software |
| Skills and Knowledge: | • Ability to identify opportunities to promote our strategic aims  
• Ability to deal with numerous projects simultaneously  
• An understanding of youth issues  
• Excellent relationship building skills | • Subject matter experience of gender equality, girls’ empowerment, gender based violence and/or sustainability |
| Personal Qualities: | • Able to demonstrate a commitment to and be a role model for WAGGGS  
• The ability to work under pressure and to tight deadlines  
• A passion and commitment for issues affecting girls and young women on a global level, and demonstrable ability to engage with girls and young women, either through a professional or personal background | |
| Other Requirements: | • Work outside regular office hours to support events  
• Rights to work in the UK | |
| Working for WAGGGS: | • Able to demonstrate a commitment to and be a role model for WAGGGS’ organisational values of: Member Driven; Brave; Inclusive; Empowering; Transparent; Professional.  
• A passion and commitment for issues affecting girls and young women on a global level, and demonstrable ability to engage with girls and young women, either through a professional or personal background | |