



Job Description

1. NAME: --
2. POSITION TITLE: Information, Communications and Media (ICM) Manager
3. POSITION CLASSIFICATION: D
4. LOCATION: Flexible/Remote
5. REPORTING RESPONSIBILITIES:

The reporting responsibilities of this position are as follows:

Reporting to:	
<u>5.1 Direct Reporting Line</u>	<u>Reporting Areas</u>
Director of Programs	All matters
<u>5.2 Functional Reporting Line</u>	<u>Reporting Areas</u>
Initiative & MCE Managers	Projects
Deputy Director of Programs	All program matters and campaigns

- *Direct reports indicate those staff members this position directly reports to, and is responsible for performance appraisals of this position.*
- *Functional reports indicate staff this position reports to or interacts with and who this position is accountable to for the specific function.*

Reported by	
<u>5.3 Direct Reports</u>	<u>Reporting Areas</u>
ICM Coordinators	All matters
<u>5.4 Functional Reports</u>	<u>Reporting Areas</u>

- *Direct reports indicate those staff members directly reporting to this position and this position is responsible for performance appraisals of.*
- *Functional reports indicate staff this position reporting or interacting with this position and who are accountable to it for the specific function.*



6. OVERVIEW

Communications in AWID has a strong focus on community building and knowledge management. It is content-driven and manages information designed for greater accessibility. The Information, Communication, and Media (ICM) Team is responsible for Information Management, Strategic Communication, and relations with all media. For AWID to project a strong and coherent institutional image, ICM also focuses efforts on targeted audience-specific and member-driven high-quality relations.

The Communications Manager is a full-time role focused on providing leadership to and managing the work of the ICM team, and working with teams across the organization to develop, implement, and assess strategic plans that advance programmatic and organizational goals. We are looking for someone who is creative and a strategic thinker with excellent problem solving skills and a proven track record of being able to work with diverse teams and inspire collaborative work and communications.

7. MAJOR RESPONSIBILITIES

- Oversees and monitors of all ICM activities and implementation of the ICM Strategy, in line with AWID's Strategic Plan
- Provides strategic leadership and direction for the work of the ICM team
- Works closely with the Director of Programs (DoP), the Deputy Director of Programs (DDoP), and Initiative and the Membership and Constituency Engagement (MCE) teams to conceptualize and operationalize communication plans and campaigns
- Leads audience mapping and analysis to ensure that AWID's communications are reaching our desired audiences
- Develop and implement effective communication strategies that build relationships with key audiences, and promote AWID's political image and brand.
- Designs and develops select communication plans, campaigns, and strategies (collaboratively with other programmatic and membership teams), for programmatic and institutional needs
- Ensures the production and dissemination of content to further strategic communication goals
- Manages all consultancies and external partnerships related to communications.

More specifically:

7.1 Institutional Communications

- In collaboration with the Initiative and MCE teams, ensures AWID events are adequately documented and relevant content disseminated via appropriate channels.
- Manages AWID's editorial calendar ensuring that AWID's key messages, publications, and products are shared and amplified at strategic moments
- Identifies, builds and maintains relationships and media and communications partners
- Manage internal communications (memos, newsletters) and external communications (press



releases, social media and organisational website content.

- Monitor reputation of AWID and its initiatives and formulate strategic responses
- Analyse potential strategic partner relationships for outreach expansion

7.2 Content production

- Ensures high-quality content production across digital channels including www.awid.org and all social media channels including Twitter (X), Instagram, Facebook, and Linked In
- Ensures content quality and accessibility of all AWID products, to our desired audiences.
- Oversees or produces selected publications including the Annual Report
- Manages AWID's communication campaigns
- Manages the production of information and data design
- Ensure consistent branding across all communication channels

7.3 Organizational Processes

- Establishes processes to ensure the monitoring, evaluation, and learning of communication strategies
- Leads and participates actively in cross-team meetings and working groups
- Ensures members of the ICM team have work plans and are adequately supported to achieve goals and objectives
- Ensures the timely and effective implementation of deliverables linked to individual work plans, including all activities, reports, and evaluations
- Develops, manages, and monitors the ICM budget and other team's communications budgets, ensuring adherence to financial controls, and financial and organizational policies and procedures
- In close collaboration with the Finance team provides necessary budget reports, tracks expenditures and ensures timely and strategic delivery.
- Holds, develops, and maintains relationships with initiative partners and allies, institutional members, and AWID members, and engages with priority constituencies.
- Coordinate PR Activities, liaise with media where relevant and handle requests for interviews , statements where delegated.

7.4 Staff management, development, and support

- Manages a team of two to three communications staff
- Maintains collaborative relationships with staff across AWID to facilitate integration of ICM products and processes.
- Promotes an organizational culture of collective care, high performance, and continuous improvement that values learning and commitment to quality
- Leads and mentors reporting staff (directly and functionally) who may be working remotely in multiple locations across multiple time zones
- Sets explicit annual performance objectives for those staff reporting directly and identifies development goals



- Provides guidance and coaching to those staff reporting directly in enabling them to meet their performance objectives
- Provides regular feedback on the performance of reporting staff (directly and functionally) relative to AWID's overall outcomes and specific desired program outcomes
- Contributes to the development of a high-quality team in the organization through participation in recruitment, evaluation, and career development

Please Note: The above JD contains the main responsibilities and duties of this position. However, in an ever-evolving organization such as AWID staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks that are reasonably allocated to them but which are not part of their regular JD. Where any task becomes a regular part of a staff member's responsibilities, the JD should be changed in consultation between the manager, the staff member, and the responsible HR person. Any one of the three may initiate the consultation.

POSITION SPECIFICATIONS

Essential Values and Competencies

- Value a feminist intersectional framework and its implications for organizational practices and committed to the principles of feminism, anti-oppression
- Transparency and Accountability
- Critical thinking and analysis
- Strategic Risk Management
- Build strong interpersonal relations
- Self-awareness and insight

Essential Knowledge, Experience, Skills & Abilities

- Knowledge of a wide range of communications strategies, methods, and tactics.
- At least seven years of experience in communications or a similar field, preferably with a rights-based or feminist organization.
- Extensive experience in developing and implementing communication strategies and plans for feminist and right-based organizations
- Demonstrable strategic & critical thinking and problem-solving skills
- Excellent project planning, presentation, and project management skills with great attention to detail
- Outstanding relationship building and interpersonal skills that will contribute to building strong alliances with diverse constituencies, managing complex politics and positioning, and encourages collaborative work
- Strong written and verbal communication skills including editing and analysis and public speaking
- Strong computer skills, including using various software and a high level of computer literacy (Google Workplace, instant messaging and virtual team collaboration software such as Slack and Asana, etc.)



- Ability to work independently and as part of a virtual team
- Ability to travel internationally (approx. 4 weeks per year)

Desirable Knowledge, Skills, Abilities & Experience

- Specialized experience and knowledge in related areas such as digital marketing, media, campaigning knowledge management and information technology
- Completed courses or certificates in Communications, Publicity, Marketing, Public Relations, Women's/Feminist Studies or related issues
- Preference for trilingual applicants (English, Spanish and French). Additional languages are also desirable (e.g. Portuguese and Arabic)
- A good track record of managing successful communication campaigns for feminist or rights-oriented movements