

Communications and Awareness Manager–Terms of Reference

Position: Communications and Awareness Manager

Location: This role is primarily based in Ukraine but Crown Agents will try to accommodate individual circumstances where possible.

Timings:

Background:

About Crown Agents

Crown Agents is a high impact social enterprise passionate about transforming the future for millions of people. Since our creation in 1833 we have worked across the globe to improve public services and drive economic growth. Our expertise is finding new solutions to difficult problems for clients in the areas of health, governance, economic growth, humanitarian action, and supply chain services. We work with and train leaders at local, national and international level to achieve lasting change drawing on our insight and experience.

The UBS Optimus Foundation Children’s Resilience Fund

The Children’s Resilience Fund is a Crown Agents International Development partnership with UBS Optimus Foundation established to meet the continued emerging needs of the people of Ukraine following the Russian invasion on the 24th February 2022. Created as a recognition of the need to develop a flexible and adaptive fund to ensure civilian-led operations on the ground, the aim is to support Civil Society Organisations (CSOs) in Ukraine to respond, scale-up, and navigate the current crisis. Together, Crown Agents and UBS Optimus Foundation propose to extend their fund management and capacity building services to roll out and deliver a fund management project to support Ukraine civil society organizations to effectively respond to the accelerating humanitarian need and establish a Fund that builds the resilience of children to withstand unpredictability.

Crown Agents uses UNICEF’s definition of child protection as the prevention and response to violence, exploitation and abuse of children in all contexts. This includes reaching children who are especially vulnerable to these threats, such as those living without family care, on the streets or in situations of conflict or natural disasters.

Crown Agents also uses UNICEF’s definition of children’s resilience as the ability to withstand threats or shocks, or the ability to adapt to new livelihood options, in ways that preserve integrity and that do not deepen vulnerability. The resilience of a household is related to the available resources (e.g. financial, assets, human capital, social resources etc.) and household’s ability to use these resources (e.g. access to markets, access to public services and social protection).

Crown Agents is looking to fund several Ukrainian civil society organisations to carry out projects which support the objectives of the fund. Each project is expected to take place over a maximum of 6 months, with the possibility of extension, a grant amount between minimum £20,000 and maximum £75,000 per project.

Scope of Work:

Objectives

- Reporting directly to the Team Leader and working closely with the Project Manager, Fund Management team, Ukraine International Office communications team, and Head Office communications team, contribute to the success of the team by leading on all communications and awareness raising activities. Assist the teams to promote the success of the programme on corporate communication channels and in the media
- The Communications and Awareness Manager will lead the development of the project’s communications strategy; encourage engagement with CSOs across Ukraine, proactively communicate the opening of funding windows and publicise the activities supported by the fund.

- Provide management and supervision to all communications activities of the project and alert Comms HQ of content suitable to promote the capability of CA more widely.

Project Specific

- Work closely with the Team Leader to establish the full communication requirements of the project
- Work closely with the Communications Team in London to ensure relevant project activities are produced and amplified on Crown Agents public communication channels.
- Lead the development of the project's communications strategy in the inception period and submit it as part of the inception report. The project's communications strategy will aim to ensure that awareness of the fund and the mechanisms for engagement are shared with CSOs working on Child Protection. The strategy should outline how CSOs will be identified and engaged, communication channels, frequency and how the fund's activities will be publicised.
- Establish relevant policies and procedures to manage the roll-out of the communications strategy in the inception and implementation stage of the project.
- Supervise the establishment of the communication strategy component, acting as point of contact for CSO's general queries.
- Update communications and information products and disseminate to relevant parties, be kept abreast of the fund activities.
- Develop project branding guidelines, ensuring that the project's messaging and branding is consistent for both internal and external communications. This should include guidelines for the use of logos and the use of photographs and, where possible, align with CA branding guidelines as much as appropriate and/or allowed by the donor.
- Working closely with the CSO Partnerships Coordinator, identify and encourage engagement with CSOs across Ukraine, building on pre-existing CSO networks of CA and IA
- Support outreach to new organisations and networks in a targeted manner to keep programme activities discreet
- Working closely with the Grants and Contracts Manager and the Capacity Building Manager, proactively communicate the opening of funding windows
- Raise awareness of the activities supported by the fund by writing and producing content for a wide range of channels, including social media channels and for donors. This will also include content for Crown Agents' wider corporate channels.
- Support and manage internal comms and reporting as required
- Liaise with other members of the team and Crown Agents communications teams as relevant, whilst following designated timelines for milestones and reports to be submitted, ensuring the quality and accuracy of technical information provided as well as the confidentiality of collected information.

Essential Requirements:

- Bachelor's degree in media and communications, public administration, social work or similar
- Minimum of 2 years professional experience with bachelors degree, 5 years experience without bachelors degree.
- Basic understanding of grant management cycle and working with CSOs and public bodies
- Experience in advocacy, communications strategies and reporting
- Fluency in Ukrainian and English
- Full time role for 3 months followed by part time for 4 months with possibility of extension

Desirable Requirements:

- Prior experience with communications in CSOs/community based organisations/public bodies
- Experience working with online communications systems

Reporting:

The Communications and Awareness Manager will report to: Project Manager and Project Director

Ukrainian nationals are strongly encouraged to apply.

How to Apply

Ukrainian nationals are strongly encouraged to apply. Candidates should submit the following documents:

- CV
- Cover Letter
- Two referees

Other Obligations

The nature of Crown Agents' engagement in Ukraine means that information and discussion essential to the engagement may be highly sensitive, both commercially and operationally. All personnel employed on this programme have a commitment to maintain the highest standards of confidentiality, behaviour and performance. This includes full compliance with all the requirements of their personal contracts as well as those defined in the programme Staff Handbook.

Deadline for Submission

This is an urgent recruitment, and we will therefore review CVs on a rolling basis.

This job posting summarises the main duties of the job. It neither prescribes nor restricts the exact tasks that may be assigned to carry out these duties. This document should not be construed in any way to represent a contract of employment. Management reserves the right to review and revise this document at any time.