



> *Advocacy & Communications Senior Manager*

> *International Programme*

> **Reporting to:** *Executive Director*

> **Contract Length:** *12+ Months*

> **Role Objective:**

Thanks to the passion and dedication of dozens of staff and volunteers, Collective Aid is able to do incredible work helping tens of thousands of people each year who are on the move across the Balkans and northern France. It is important for us to draw attention to what is happening on the ground, elevate the voices of those people we work with, and share updates about our projects with our supporters, our donors and the wider general public. In many of the situations where people on the move find themselves they are silenced and overlooked. Advocacy is about ensuring their voices are heard and the issues that most negatively affect them are brought to the attention of those with the power to improve the situation. It is a proactive role that seeks to cause change and maximise impact. Our communications are how we speak to our external audiences, providing updates on projects, highlighting important issues, launching campaigns, asking for donations, and thanking them for their support.

The Senior Managers have overall responsibility for the protocols and continuity of Collective Aid programme management and oversee the work of Programme Managers. The Senior Managers are also responsible for managing high level relationships with networked partners and long term strategic partners. The Senior Managers are therefore crucial for the overall management of programme strategy, representing organisational strategy and carrying out development support.

**> International Programme at Collective Aid:**

Collective Aid is a grassroots organisation that has historically provided services in three country programmes; Bosnia & Herzegovina, France and Serbia. Each country programme has a unique and targeted intervention in the form of projects, which typically involve NFI and WASH. The international programme has been established over the course of the last two years, in order to provide expertise and development advice to the country programmes.

The international programme at Collective Aid functions to ensure cooperation and mutual support among the projects and to facilitate continuity throughout high turnaround periods. The staff of the international programme are tasked with support and development tasks throughout the year and are expected to divide their time between all the programmes equally.

As Collective Aid is increasingly invited to conferences and other high level advocacy meetings, the international programme is increasingly responsible for representing the organisation at such events.

**> Working for the International Programme:**

It is relevant that applicants are aware that all of our country programme staff work in a criminalised context. Collective Aid operates entirely legally and transparently in total observance of the laws of the countries in which we work. Nonetheless due to the work we do and the demographic we provide services to, the work we do is stigmatised and subject to a range of pressures. These pressures can result in interactions with law enforcement and hostile members of the public in all locations. If international staff members decide to be based in one of the countries in which we work, it is essential they are aware of the law and criminalisation context there.

As a Senior Manager, applicants will be expected to not only be aware of these pressures, but also to respond to these pressures in accordance with Collective Aid Safeguarding, Security and Criminalisation procedures. Senior Management is responsible for advice, training and support for emergency response, meaning applicants must be comfortable responding to high risk events.

**> Essential Responsibilities:**

- The Advocacy and Communications Manager is a key member of the international team, it is a full-time role which provides strategic direction for advocacy output from each project and to their Advocacy and Communications Officers (AOCs), social media interns, research assistants and other ad hoc research roles and reports directly to the Executive Director.
- Internally, it is the responsibility of the Advocacy and Communications Manager to have ultimate oversight of communications from the organisation.
- Externally, it is the responsibility of the Advocacy and Communications Manager to seek to create impact at a higher, more strategic level.
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- The Advocacy and Communications Manager is responsible for collecting content, developing communications, interacting with our audiences across multiple comms channels, and managing these channels effectively to provide engaging content and timely updates.
- The Advocacy and Communications Manager must build and maintain meaningful relations with change makers and stakeholders at all of the sites CA works at as well as internationally, launch and manage projects and campaigns, engage with EU and UN mechanisms and monitor and report on developments in a timely manner.

**> Communications Tasks:**

- 25% - Manage CA communications (including email, website, and social media), including the planning of content, the development of ideas, the production, scheduling and posting of posts/blogs/emails utilising software like Mailchimp and Canva when necessary, responding to messages and comments from supporters, connecting with high profile accounts and other organisations, etc. Recruiting and managing social media interns who can support day-to-day comms.
- 5% - be the main point of contact for all media enquiries and visiting photographers, and when relevant, create and develop press releases, joint statements, and other official organisational comms.

**> Advocacy Tasks:**

- 20% - constantly explore and utilise EU and UN advocacy opportunities, staying abreast of the latest news and the developments at each of our sites, network with local, national and international organisations and institutions, steward these relationships through meetings with key stakeholders and the sharing of relevant news and updates. Complete and submit EU and UN submissions and attend relevant meetings to support the same.
- 10% - campaign management - seek to launch/participate in at approx two advocacy campaigns a year, helping to deliver the campaign through concept development, stakeholder engagement and collaboration, launch, content creation, outreach, and then evaluation.
- 10% - Border Violence Monitoring Network - attend relevant meetings and workshops, oversee research and advocacy projects and related staff. Hiring, managing and supporting the responsible members of staff, promoting and disseminating reports Collective Aid has contributed to/created. Oversee the management of testimony collection at all sites.
- 10% - Recruit and train ACOs, social media interns and research assistants. Work with them to produce communications content and regular advocacy updates from each of our work sites to be used both internally,externally with donors and partners, and at a national and international level for advocacy purposes.

**> Senior Management Tasks:**

- 5% - Coordinate and liaise with AOCs across the organisation, giving the initial onboarding, providing briefs, feedback, direction for content collection, and ongoing support. Meet with

project managers biweekly to clarify advocacy aims. Meet with social media intern weekly to go over the communications calendar.

- 5% - Attend weekly coordination meetings to provide updates on any relevant work, hear about developments from the teams, and learn of any potential opportunities, represent CA by attending local, national or regional workshops, conferences and meetings.
- 5% - Lead on monthly monitoring and reporting, conduct timely communication and social media audits.
- 5% - Ad Hoc duties as they arise, including but not limited to producing marketing materials, supporting other colleagues and fundraising campaigns as and when required and relevant, adapt and approve organisational guidelines (language, social media, etc), build and refine internal processes, and provide workshops and trainings to colleagues to embed these within the organisation

#### > **Compensation:**

The Advocacy & Communications Manager receives a salary of €800 per month. If visiting a programme then they are also entitled one free meal a day and a rent-free space in organisation houses.

#### > **Skills:**

A clear understanding of advocacy pathways and mechanisms pertaining to displaced people, a passion for communication, an eye for a story, a creative mind and a love of storytelling. A realisation that advocacy and comms are different lines of work and an understanding of what each entails and how each should be measured for progress and success. Experience, or at least strong awareness of, advocacy campaigns, processes and techniques. Experience of running campaigns, managing schedules, and the various activities that comprise it. Experience of managing a team. Excellent spoken and written communication in English, other languages spoken in our fields of operation are a definite plus. Strong copywriting. Concise and structured approach to work. Stakeholder management skills. Good networking skills; proactively identifying potential relationships and stewarding these. Confidence in google suite. Experience, or at least strong awareness of, website development and management. Experience of digital communication and how to make each post and channel the most effective it can be. Experience, or at least strong awareness of, marketing and fundraising projects, processes and techniques. Experience with field work, especially distribution or free-shop projects. Willingness to travel frequently to field sites. Positive and accessible attitude towards providing impartial advice. Inquisitive nature.

#### > **Expectations:**

Fluency in English is essential. Experience of working in grassroots charities or NGOs. A clear understanding of advocacy needs in the European migration context is essential. Experience in project management. Experience providing proactive and supportive accountability. A laser focus on impact, rather than output. Experience and knowledge of social media management - particularly Instagram, but also Facebook, Twitter and linkedIn. Experience of providing workshops and trainings

to new teams. A willingness to test and learn. An understanding of key performance indicators (KPIs), along with strong reporting and data skills. Senior management experience is desirable. International management experience is desirable. Can commit to at least twelve months.

**> Qualifications:**

At least 3 years of professional advocacy experience desired. Proven experience in team management and communication. 3-4 years of experience working in a refugee aid grassroots charity or humanitarian NGO.

**> Applications:**

Please send a CV and Cover Letter to the Human Resources Manager: [hr@collectiveaidngo.org](mailto:hr@collectiveaidngo.org)

**> A typical working month:**

<p><b>1</b></p> <p>9:00 - 10:00 - replying to emails, booking interviews for ACOs and media</p> <p>10:00 - 11:00 - plan comms content for the week</p> <p>14:00 - 16:00 - Newsletter email to supporters</p> <p>18:30 - 19:30 - BVMN advocacy meeting</p>	<p><b>2</b></p> <p>09:00 - 10:00 - weekly meeting with Exec Director</p> <p>10.30 - 11.30 - meeting with Calais pm</p> <p>11:30 - 13:00 - Campaign work</p> <p>14:00 - 16:00 - Social media</p> <p>16:00 - 18:00 - BVMN EPIM meeting</p>	<p><b>3</b></p> <p>09:00 - 10:00 - meeting with ACOs</p> <p>11:00 - 12:30 - Coordination meeting A</p> <p>14:00 - 15:00 - Monthly 121 with ACO A</p> <p>16.30 - 17.30 - meeting with Sarajevo pm</p> <p>17:30 - 18:00 - Interview for Advocacy report</p>	<p><b>4</b></p> <p>09:00 - 10:00 - speak to journalist</p> <p>10:00 - 12:00 - Campaign work</p> <p>14:00 - 16:00 - Social media</p> <p>16:00 - 18:00 - Edit blog to post on website</p>	<p><b>5</b></p> <p>10:00 - 11:00 - Social media</p> <p>11:00 - 12:00 - Monthly KPIs for comms for the previous month</p> <p>14:00 - 15:00 - schedule social posts for the weekend</p> <p>16:00 - 17:00 - Interview for Advocacy Report</p> <p>17:00 - 18:00 - writing EU/UN Submission</p>
<p><b>8</b></p> <p>9:00 - 10:00 - replying to emails, booking interviews with ACOs and media</p> <p>10:00 - 11:00 - plan comms content for the week</p> <p>14:00 - 16:00 - Campaign work</p> <p>16:00 - 17:00 - Meeting with Serbia pm</p> <p>18:30 - 19:30 - BVMN advocacy meeting</p>	<p><b>9</b></p> <p>11:00 - 12:30 - Coordination meeting B</p> <p>14:00 - 16:00 - Social media</p> <p>16:00 - 17:00 - meeting with advocacy partner</p> <p>17:00 - 18:00 - advocacy report</p>	<p><b>10</b></p> <p>09:00 - 10:00 - meeting with ACOs</p> <p>15:00 - 16:00 - speaking to photographer</p> <p>16:00 - 18:00 - advocacy report</p>	<p><b>11</b></p> <p>09:00 - 10:00 - Advocacy report</p> <p>10:00 - 12:00 - Social Media</p> <p>14:00 - 17:00 - Interviews for future AOC roles</p> <p>17:00 - 18:00 - writing EU/UN Submission</p>	<p><b>12</b></p> <p>10:00 - 11:00 - Social media</p> <p>11:00 - 13:00 - Campaign work</p> <p>14:00 - 15:00 - schedule social posts for the weekend</p> <p>16:00 - 17:00 - Interview for Advocacy Report</p>
<p><b>15</b></p> <p>9:00 - 10:00 - replying to emails, booking interviews with ACOs and media</p> <p>10:00 - 11:00 - plan comms</p>	<p><b>16</b></p> <p>09:00 - 10:00 - weekly meeting with Exec Director</p> <p>10.30 - 11.30 - meeting with</p>	<p><b>17</b></p> <p>09:00 - 10:00 - meeting with ACOs</p> <p>10:00 - 12:00 - Fundraising / advocacy email to</p>	<p><b>18</b></p> <p>09:30 - 12:00 - Upper Management Meeting</p> <p>14:00 - 15:00 - Social media</p>	<p><b>19</b></p> <p>10:00 - 11:00 - Social media</p> <p>11:00 - 13:00 - Campaign work</p>

<p>content for the week</p> <p>14:00 - 16:00 - Campaign work</p> <p>18:30 - 19:30 - BVMN advocacy meeting</p>	<p>Calais pm</p> <p>11:00 - 13:00 - Advocacy report</p> <p>14:00 - 15:00 - Social media</p> <p>15:00 - 18:00 - editing EU/UN submission</p>	<p>supporters</p> <p>14:00 - 15:00 - Monthly 121 with ACO B</p> <p>16.30 - 17.30 - meeting with Sarajevo pm</p> <p>17:30 - 18:00 Campaign work</p>	<p>15:00 - 18:00 - advocacy report</p>	<p>14:00 - 15:00 - schedule social posts for the weekend</p> <p>16:00 - 17:00 - Designing Advocacy Report</p>
<p><b>22</b></p> <p>9:00 - 10:00 - replying to emails, booking interviews with ACOs and media</p> <p>10:00 - 11:00 - plan comms content for the week</p> <p>14:00 - 16:00 - Campaign work</p> <p>16:00 - 17:00 - Meeting with Serbia pm</p> <p>18:30 - 19:30 - BVMN advocacy meeting</p>	<p><b>23</b></p> <p>10:00 - 11:00 - weekly meeting with Exec Director</p> <p>14:00 - 16:00 - Social media</p> <p>17:00 - 18:00 - advocacy report edit</p>	<p><b>24</b></p> <p>09:00 - 11:00 - meeting with ACOs</p> <p>11:00 - 12:30 - Coordination meeting C</p> <p>14:00 - 15:00 - Monthly 121 with ACO C</p>	<p><b>25</b></p> <p>09:00 - 11:00 - Campaign work</p> <p>12:00 - 13:00 - Advocacy report</p> <p>14:00 - 16:00 - Social media</p>	<p><b>26</b></p> <p>10:00 - 11:00 - Social media</p> <p>14:00 - 15:00 - schedule social posts for the weekend</p> <p>16:00 - 17:00 - Sending out Advocacy Report to stakeholders</p>
<p><b>29</b></p> <p>9:00 - 10:00 - replying to emails, booking interviews with ACOs and media</p> <p>10:00 - 11:00 - plan comms content for the week</p> <p>14:00 - 16:00 - Campaign work</p> <p>18:30 - 19:30 - BVMN advocacy meeting</p>	<p><b>30</b></p> <p>09:00 - 10:00 - weekly meeting with Exec Director</p> <p>10.30 - 11.30 - meeting with Calais pm</p> <p>14:00 - 16:00 - Social media</p> <p>17:00 - 18:00 - Interview with a journalist</p>			