Role: Head of Global Communications
Hours: 32 hours a week
Salary / Fee: £35,000-£37,000 per annum pro rata (please note this will be adjusted based on the successful employee / contractor’s location).
Location: Remote / home-based
Contract type: 12-month contract

Headline Description
As Head of Communications, we need you to devise, manage and deliver activity to implement and manage our presence across global campaigns, social media, content development and email marketing. You will own the development of an integrated communications strategy, looking at innovative ways to deeply engage our audiences in the public sector, education sector, policy makers, and brands.

You would be responsible for developing an ongoing global communications strategy for Fashion Revolution as a whole. Through this strategy, you would be able to use existing relationships and forge new ones to target new potential opportunities for partnerships and for the benefit of the organisation's wider goals for systemic change. This should not exist only online, this would be a strong multi-faceted global communications strategy, combining social media, website, editorial, PR, events and more. You would be the lead on communication concepts on all existing and new projects. You would manage budgets and timelines for the comms team and directly line-manage the Digital Communications Manager.

A large part of this role would also be to align existing and upcoming communication campaigns and projects with significant partnership, marketing and funding opportunities.

Together with your communications team, you will be the brand custodians for Fashion Revolution. Ensuring that our work is visually and linguistically represented in all relevant forms.

You will need to hold all comms aspects of the current transition process, communicating the aims and goals both internally and externally, and managing the public announcement of the changes to the structure and culture of the organisation.

You will also lead on devising the strategy and planning ahead of the 10th anniversary of Fashion Revolution Week in 2024.

Key tasks and responsibilities
- Work with the team to build a multi-faceted communications strategy for the organisation, combining social media, website, editorial, PR, events and more
- Commence planning for our tenth anniversary in 2024.
- Commence planning for the Global Network Conference in 2025
- Construct and deliver the comms strategy for CIC and the Global Network and manage both internal and external comms messaging and dissemination.
- As a key member of the organisation's senior management team, work with the Senior management Team to develop organisational communication, marketing and fundraising strategies and provide advice and support on all matters related to these areas
- Lead and manage the Communications team (currently a team of 2 + 1 graphic designer) and recruit additional staff or agencies as required to meet the demands of the department
- Lead the Global Communications Strategy Working Group with the Global Network Members
• Be hands-on when needed to deliver special projects, write copy, liaise with the media, deliver presentations to capitalise on PR opportunities
• Maximise opportunities to influence key decision makers
• Externally represent the organisation with senior stakeholders
• Be the lead on and/or advise on all fundraising and grant opportunities in relation to comms marketing and PR.
• Support during the concept stage of grant bids in relation to comms, marketing and PR.
• Oversee the Digital Communications Manager who supports the development, writing and production of reports, briefing papers and presentations across all departments.

Experience and capabilities required
• A bias in either Marketing, PR or Communications is acceptable but good experience and knowledge of all is required and must be demonstrated
• Line management experience of Communications and or Marketing specialists
• Deep understanding of strategic communications with an ability to design, deliver and implement successful communications and marketing strategies
• Proven track record in managing complex external communications strategies, including Public Relations and campaigning.
• First-hand experience of delivering marketing communications activity such as Direct Marketing, and Product Marketing, digital engagement, Events, etc
• Successfully managed a calendar of events to raise an organisation’s profile, enhance networking and generate leads
• Skilled in formulating a team's annual budgets, operational plans, and proficient budget management
• Proficient in supplying metrics to monitor, evaluate and report on marketing and communications activity and impact.
• Established relationships with grant-making bodies, grassroots groups, NGOs or relevant companies in the fashion and textiles sector
• Knowledge of sustainable and ethical fashion

Desired knowledge/skills and personal attributes
• Inspires and motivates, energising both the team and others.
• Possesses a strategic mindset that highly values creative thinking.
• Demonstrates respect for the skills and abilities of others, fostering collaboration within the existing team's diverse roles.
• Proactively takes the initiative after thoughtful consideration and comprehension of requirements.
• Displays ownership of their work, consistently achieving set objectives.
• Provides concise instructions and clear guidance, empowering others to perform at their peak.
• Offers empathy and support to others while maintaining focus on their objectives.
• Skilfully establishes rapport and communicates with tact and diplomacy.
• Adapts and enhances their skills and experience to drive improved outcomes.
• Self-motivates and relishes decision-making, incorporating external perspectives into their choices.

Who you will be reporting to and working with
• Reporting directly to the Acting Managing Director
• Working closely with the Board of Directors, CIC members, Senior Management team and other team members for all communications related issues.

How to apply:
A full application comprises of:

● Your CV
● Supporting statement / cover letter

Please email your complete application to recruitment@fashionrevolution.org

Applications will be processed on an ongoing basis; therefore, we encourage you to submit your application at your earliest convenience. Please note that Fashion Revolution retains the discretion to conclude the hiring process once suitable candidates have been identified.