



UK OFFICE

CORPORATE COMMUNICATIONS MANAGER

CANDIDATE PACK





CONTEXT

In 1967 David Sainsbury wrote out a cheque for five pounds to establish the [Gatsby Charitable Foundation](#). Lord Sainsbury has since given Gatsby more than £1 billion to distribute to charitable causes in fields he is passionate about, including neuroscience, plant science and public policy. More information can be found at www.gatsby.org.uk.

[Gatsby Africa](#) is the charitable company set-up to implement the foundation's programmes in Africa. Our 120+ staff work from offices in Dar es Salaam, Mwanza, Iringa, Nairobi and London.



GATSBY'S WORK IN AFRICA

Gatsby has worked to create jobs, raise incomes, and build opportunities for people in Africa since 1985.

We are currently focused on East Africa, where economies have enjoyed high growth for more than a decade, but where the benefits of that growth have not been shared widely. With millions of young people joining the labour market each year and climate change adding further pressures, East Africa urgently needs economic transformation – growth with depth that will radically change economies, rapidly create jobs and offer large numbers of people pathways out of poverty.

We aim to support this by demonstrating how high-potential sectors - such as commercial forestry in Kenya - can be transformed to benefit more people for the long-term.

We fund and implement programmes that look to catalyse and influence large-scale and lasting change in priority sectors. We build and support local organisations dedicated to sector transformation. We also share what we are learning with others - such as governments and donors - who share our goals.

OUR PROGRAMMES INCLUDE:

- **Kenyan Forestry:** Introducing innovative technologies and models to transform Kenya's commercial forestry sector, protect the environment and benefit millions of Kenyan citizens.
- **Tanzanian Cotton & Textiles:** Rapidly creating tens of thousands of decent textiles jobs while ensuring more than 500,000 cotton farmers can access the quality inputs and training they need to improve agronomy, increase yields and raise quality.
- **Tanzanian Forestry:** Building a vibrant commercial forestry sector that underpins downstream wood and energy industries and delivers widespread economic, social, and environmental benefits to Tanzanian citizens.
- **Tanzanian Tea:** Triggering domestic and foreign investment by building partnerships and demonstrating innovative models that boost the profits of farmers and factories and see benefits shared more equitably.
- **Rwandan Tea:** Trialling new ownership structures and methods of supporting farmers to allow the sector to fulfil its world-class potential, while ensuring smallholders benefit from its growth.

We have also developed and continue to support two independent organisations dedicated to sector transformation in the region: Kenya Markets Trust (which runs programmes in three key Kenyan sectors), and the regional industry development organisation Msingi, which works in aquaculture and textiles & apparel.



THE ROLE:

The Corporate Communications Manager will work closely with the Communications Director to play a key role in developing, implementing, and managing Gatsby's internal communications plans, and in supporting our teams to deliver a range of high-quality external communications materials that help build Gatsby's credibility.

The role will also be responsible for putting in place the right mechanisms and channels to enable others to share information and communicate effectively, and requires considerable facilitation across the organisation including with the Senior Management Team (SMT), Programmes in Tanzania and Kenya, and our cross-cutting teams.

The Corporate Communications Manager will also work alongside other communications colleagues across Gatsby to articulate and bring to life what we do in a clear, consistent and compelling way, across a variety of stakeholders and channels.

If you are looking for an exciting and rewarding position within a friendly, high-performing team, with the opportunity to collaborate widely and make a real impact on the organisation this is a role for you.

JOB DESCRIPTION

Job Title: Corporate Communications Manager

Department: Central Communications

Reports To: Communications Director

Direct Reports: Communications Officer

Location: London, with occasional travel to East Africa

Grade: 4 UK Branch Manager level role

Indicative Salary Range: £45,933 - £49,274

KEY ROLE RESPONSIBILITIES

1) DEVELOP, IMPLEMENT, AND MANAGE GATSBY'S INTERNAL COMMUNICATIONS PLANS

- With support from the Communications Director, develop an annual communications plan in line with Gatsby's overall communication strategy.
- Ensure organisational initiatives are successfully communicated to staff in a clear and consistent manner.
- Engage and collaborate with our external research partner to produce the Annual Staff Survey and support the SMT in following up on the findings and reporting back to staff.
- Engage with teams to distil technical information and package it for a variety of internal communications channels.
- Create internal communications materials that engage and inspire staff – including around our values and our approach.
- Conduct interviews with staff around topics relevant across our portfolio and share the results in a variety of formats including Workplace posts, newsletters, blogs, thought pieces on the Gatsby website and case studies.
- Coordinate regular senior management updates, via video/audio and all staff townhalls.

- Collaborate with teams in the preparation and production of presentations and provide coaching for presenters to support knowledge sharing across the organisation.
- Set-up appropriate internal communications platforms, such as the intranet and systems for webinars.
- Ensure content is regularly updated on all platforms, and support staff to create and share materials to facilitate effective learning through these platforms.

2) SUPPORT TEAMS TO DELIVER A RANGE OF HIGH-QUALITY EXTERNAL COMMUNICATIONS OUTPUTS AND MATERIALS THAT HELP BUILD GATSBY'S CREDIBILITY

- Collaborate with the Senior Communication Managers to develop an ongoing flow of exciting and inspiring content for our external channels, including social media.
- Manage the Gatsby website, Horizon website and our social media channels (Twitter & LinkedIn) and ensure they are kept up to date and professionally communicate Gatsby's portfolio, approach, ethos, and values.
- Produce engaging content such as presentations, videos, blogs, thought pieces for our owned channels and ensure they are appropriately adapted, and copy edited for different audiences.
- Monitor, measure and analyse the performance and effectiveness of our external communications channels.
- Identify new and innovative ways to grow audience numbers and engagement on all our external channels.
- Manage the Gatsby Annual Highlights Report process - distilling information provided from programme teams and writing the document in a way that helps bring the stories and impact of our programmes to life for external audiences.
- Provide communications support to Gatsby and its partner institutions on sharing learning and fundraising efforts.

3) PROVIDE MANAGEMENT SUPPORT TO THE COMMUNICATIONS DIRECTOR IN THE GENERAL RUNNING OF THE FUNCTION

- Support the Communications Director in development and ongoing refinement of our communications strategy.
- Provide comms support as needed on larger organisational change management processes and crisis communications.
- Coordinate the procurement of relevant third-party contractors e.g., designers, photographers, creative agencies and manage all partnerships between Gatsby and our various communications service providers.
- Responsible for tracking and measuring the performance of all communications activity and produce impact reports for the SMT.
- Edit and proofread key internal/external documents and materials, checking formatting is consistent and they project a professional image.
- Develop and maintain a forward-looking calendar of communications activities.

4) PROJECT MANAGEMENT

- Take responsibility for specific communication projects as required, progressing and co-ordinating the project and making recommendations for future action within Gatsby.
- Carry out research and prepare reports on key communication information to inform senior management and enable decision making.



PERSON SPECIFICATION

KEY COMPETENCIES

- Knowledge and experience of both internal and external communications practices, with demonstrable experience of leading communications activities that meet the needs of multiple stakeholders.
- Demonstrates emotional intelligence, builds trusted and collaborative relationships across professional and operational boundaries at all levels, and listens with empathy.
- Excellent written and verbal communication skills, with an ability to communicate with confidence, clarity, and enthusiasm, translating and distilling complex technical content into compelling messages.
- Able to facilitate stakeholder conversations and use rigorous evidence to build shared agreement on problems, to influence and inform senior leadership decision making.
- Develops effective workplans, anticipating linkages across different workstreams and aligning workplans as necessary.
- Change management experience with the ability to create compelling messages and making sense of an emerging picture.
- Knowledge of social media platforms, including how to optimize them for the benefit of Gatsby's public profile.

PERSONAL ATTRIBUTES

- A passion for development and be results-oriented towards that goal.
- Great under pressure with strong judgement.
- Able to put people from all kinds of backgrounds at ease and help them to tell compelling stories.
- Initiative and the ability to work independently, taking a high degree of personal responsibility for the team's results.
- Very strong attention to detail, with a meticulous approach.

KNOWLEDGE, EXPERIENCE & QUALIFICATIONS

- In-depth knowledge and experience of content management systems – preferably WordPress.
- Degree level education with a high standard of written and spoken English.
- Comfortable managing budgets and working with a variety of financial data formats.
- Strong Microsoft office skills.

DESIRABLE

- Experience working in Africa, either in a private or public sector context.
- Understanding of a market systems approach to international development.
- Basic understanding of Adobe Premiere Pro, Illustrator and Photoshop.





OUR VALUES

We have developed a set of values that will be used to assess a candidate's fit with the organisation and provide the basis for the culture that we aspire to use in our operations. Our staff are:

- **Ambitious** - We are motivated by our impact and by fulfilling our potential
- **Collaborative** - We are stronger together and achieve most when we empower others to succeed
- **Thoughtful** - We thrive on new ideas, innovation and evidence
- **Dynamic** - We rapidly adapt to new challenges, opportunities and learning
- **Honest** - We are honest with ourselves and others, and this helps us to learn and improve
- **Caring** - We put people first and we look out for each other

HOW TO APPLY

If you are interested in applying for this role you will need to submit;

- an up-to-date Curriculum Vitae/Resume (of no more than 2-3 pages),
- a supporting statement
- a one-page sample of your writing.

Your supporting statement should be no more than 2 pages long – bullet points are encouraged. It should explain why you are interested in this role and Gatsby Africa, and how your skills and experience make you a good fit – referring to the Person Specification in this pack.

We are recruiting for this role via the VMA group. Please send the above documents to Sara Tehrani at stehrani@vmagroup.com.

TIMELINE

Closing date for applications: **18th June 2021 at 17:00 GMT**

First round Interviews: **w/c 5th July 2021**

Final interviews: **w/c 19th July 2021**

SELECTION PROCESS

All candidates will receive an update regarding their application after the closing date. Shortlisted candidates will be required to undertake a written assessment between the first and second round of interviews.

Further details will be provided to shortlisted candidates when invited to interview, but we hope to hold interviews at our offices in Victoria subject to restrictions remaining in place because of the Covid-19 pandemic. If we are not able to hold interviews in person, these will take place virtually via Zoom or Teams.

Candidates must have the existing right to work in the UK.





DIVERSITY, EQUALITY AND INCLUSION

Diversity, equality and inclusion are central to Gatsby Africa. We are committed to treating all employees and job applicants fairly, equally, and no less favourably than anyone else. We recognise, respect and value diversity and the benefits that difference can bring to our organisation.

SAFEGUARDING

We are committed to protecting children and vulnerable adults from any harm when engaging with Gatsby Africa or its partners, and we expect all our staff to abide by our safeguarding policy.

COVID-19

Our UK office remains closed, in line with Covid-19 guidance from the UK Government, so the team are currently working remotely from home. However, it is anticipated that this role will revert to a combination of remote and office working when guidance permits.

QUERIES

If you have any queries on any aspect of the process or need additional information please contact Sara Tehrani at: stehrani@vmagroup.com.