

END HUNGER >>> GROW FARMING
FARM AFRICA

JOB DESCRIPTION AND PERSONAL SPECIFICATION

JOB TITLE:	Head of Brand and Content
REPORTS TO:	Director of Fundraising and Communications
STAFF REPORTING TO POSTHOLDER:	Media relations manager Digital content officer Publications officer
LOCATION:	London, some international travel may be required
DURATION & HOURS:	Permanent, full time

Farm Africa seeks to employ those who believe, as we do, that **farmers can and will play a key role in achieving long-term rural prosperity in Africa** and who seek to deliver on those beliefs by:

- **being experts in our field**, delivering insightful/impactful evidence-based solutions
- **pushing boundaries**, being creative with new and old solutions
- **acting for the long-term**, building relationships and delivering long-lasting change for farmers
- **working flexibly**, taking advantage of the most effective solutions, whether from the communities, private sector or government
- **sharing knowledge with others**, reaching more farmers than we do alone, ensuring effective technologies are widely accessed.

PURPOSE OF THE ROLE

Responsible for developing and delivering a global communications strategy that defines and supports Farm Africa's brand positioning with a particular focus on digital communications. Lead the dissemination of inspiring content that builds our profile to support our fundraising initiatives and to cement our position as a technical expert in our two core areas; community-led natural resource management and resilience; and smallholder productivity, organisation and market access. Manage the Farm Africa brand and sub-brands and drive brand values across the organisation.

KEY TASKS AND RESPONSIBILITIES

1. Develop and deliver a global communications strategy with clear objectives and KPIs that supports Farm Africa's fundraising and programme priorities and effectively manages our reputation.
2. Specifically develop a digital marketing strategy to enhance our on line and web based activities, including the use of SEO and analytics, to maximise all opportunities for online engagement with target markets and to increase levels of online giving.
3. Develop a content plan in liaison with the programme and quality and impact teams that ensures increased, high quality, programmatic and technical content across all communication channels, with a particular focus on the website.
4. Prepare and monitor annual budgets and forecasts, involving team members as appropriate.
5. Drive the overall development of Farm Africa's digital capacity, working with the fundraising team to promote and raise funds through social media and digital platforms.
6. Support the communications teams in our Africa offices to develop country level communications strategies that enhance the impact of our programme work.
7. Responsible for implementing the Farm Africa crisis communications plan to manage any reputational risks, acting as Farm Africa spokesperson, briefing Directors Team and arranging media training as appropriate.
8. Develop and implement a brand guardianship plan (for the Farm Africa brand and sub-brands) through creation and dissemination of branding guidelines and toolkits, agreed messaging, key template resources and proactive training of key staff. Implement a sign off process to ensure that all Farm Africa marketing and communications materials are on brand and fit for purpose.
9. Champion Farm Africa's brand, vision and values throughout the organisation and liaise with the resources team to deliver an internal communications plan that supports the Farm Africa strategy, culture and values.
10. Build Farm Africa's profile as a specialist thought leader to become a 'first port of call' for comment in our core areas of community-led natural resource management and resilience; and smallholder productivity, organisation and market access.
11. Oversee the public relations and media strategy to raise awareness of Farm Africa's work, supporting the media relations manager to build relationships with identified national, regional, specialist and international titles and to deliver the communications strategy for the UK and African offices.
12. Build and inspire a high performing communications team that works to the highest standards and demonstrates excellent attention to detail.
13. Undertake any other reasonable duties as directed by the Director of Fundraising and Communications.

PERSON SPECIFICATION

<i>Essential</i>	<i>Desirable</i>
Education, qualifications & other knowledge	
Educated to degree level or equivalent	A relevant communications qualification e.g. CIPR
Experience	
Experience of developing and implementing communications strategies.	Experience of developing communications strategies across multiple geographies
Experience of developing and implementing digital strategies and marketing campaigns across a range of channels with excellent knowledge of Google Analytics, Adwords and search engine optimisation	Experience of implementing e-commerce and payment systems and of supporting fundraising teams.
Experience and understanding of publishing for print and digital, including good working experience of Photoshop, Indesign or similar.	Experience of developing and managing a cataloguing system for audio-visual assets
Proven ability of using content management systems and working knowledge of HTML with good evidence of producing inspiring content for web and social media.	
Experience of brand management and audience development	Experience of brand management across multiple geographies
Experience of overseeing the successful delivery of media campaigns	
Evidence of excellent writing skills, able to tailor copy to the target audience with clear evidence of ability to write for the web	
Evidence of excellent verbal communications skills able to act as a professional and compelling spokesperson for the organisation	
Evidence of excellent attention to detail at all times.	
Experience of line managing staff and leading a team.	Experience of dotted line responsibilities to staff in remote offices
Skills & abilities	
Proven excellent project management skills	Financial management skills
Proven ability to establish relationships with a range of supporters.	
Attitudes	
Ability to build effective relationships with colleagues and work collaboratively to achieve common goals.	
Ability to keep calm under pressure and to prioritise and delegate effectively.	
Evidence of ability to drive personal learning and keep up to date with digital developments.	
A demonstrable interest in Farm Africa's work.	Experience of development or agriculture