

The Global Campaign for Education (GCE) is seeking to recruit for the following position:

### Head of Campaigns and Communications

**Job purpose:** To provide strategic leadership and management of GCE's campaigns, and communications to support the achievement of the strategic and political objectives of the Global Campaign for Education and its members.

**Location:** Johannesburg, SA or London, UK or any other country where GCE coalitions are in operation

**Salary Range:** Competitive

**Reporting to:** GCE Global Coordinator

**Line reports:** Communications Coordinator

**Key relationships:** Head of Policy & Advocacy; Head of CSEF Programme; Head of Finance and Administration and Networks; Engagement and Learning Manager.

An initial 12-month contract will be offered, with a renewal assuming continued grant funding.

### Duties and responsibilities:

Campaigns:

- Leads the strategic planning, management and operations of all GCE's campaigns by setting clear goals, target and timelines
- Provide oversight to the annual GCE Global Action Week on Education (GAWE) campaign including creating and advocating for long term campaign.
- Generate reports which demonstrate how effective our GCE campaign activities were and contribute to research and performance reports as needed
- Facilitates, encourage and maximize GCE membership's participation and contributions to campaign planning and implementation.
- Responsible for ensuring consistency with the GCE Secretariat team, Board and the wider movement on campaign-related materials and events, ensuring accuracy and consistency of message platforms in all activities.

- Support and liaise with GCE membership structures and maintain and develop networks of national and international NGOs and other external partners in the development and implementation of campaigning strategies and plans.
- Communicate GCE's positions and key messages to the membership, civil society organizations and at other forums and media houses
- Create strategy for content promotion and GCE's global campaigns across digital and social media channels to achieve the movements' campaign and communication objectives.
- Support colleagues to deliver campaign plans and materials on GCE's campaigns, policy and advocacy priorities, and special events taking place at national, regional and global levels

#### Communications:

- Planning, organising, and managing overall communication strategies for GCE publicly, for the GCE membership and with GCE partners, with a particular focus on the CSEF programme.
- Overseeing internal and external communications, in close relation to relevant GCE staff and board members.
- Overseeing the production of all GCE all official GCE publications including newsletters
- Overseeing GCE's digital communications, including the contents and development of the GCE websites, social media
- Overseeing production of GCE's film/video communications.
- Supporting the communication goals of GCE regarding global, regional and national advocacy, and including the management of GCE's e-campaigning strategies (direct actions and social media).
- Supporting the dissemination of the work of GCE and its members, in particular the learning and outcomes from Civil Society Education Fund (CSEF)-supported members.
- Developing, maintaining and delivering an ongoing communications service for GCE members, CSEF implementing partners, and other supporters.
- Taking responsibility for GCE's effective communications with the membership and other partners
- Taking responsibility for GCE's publications archive to ensure institutional memory.
- Coordinating press activities including media releases, media events and outreach.
- Managing the GCE brand and sub-brands, including the identity of its major programmes
- Ensuring GCE is communicating effectively in each of its five official languages.

#### Fundraising:

- Contribute to fundraising and proposal development.
- Contribute to the development of reports and feedbacks to donors/funders

#### Management and team engagement:

- Contribute to strategic discussions and planning with other GCE senior management staff and participate in regular senior management team meetings.
- Lead the development of the annual Campaigns and Communications team plans.
- Manage and supervise the Communications Coordinator as well as any other staff that might be assigned by the Global Coordinator.
- Provide inputs to GCE Board meetings as and when necessary.
- Take other supervisory and line management assignments that might be requested by the Global Coordinator or GCE Board as the need arises.
- Represent the GCE in relevant meetings, events, especially those related to Advocacy, Policy, Campaigns and Communications as required by management.

### **Qualifications and Key Competencies:**

#### **Essential**

- A commitment to GCE's core values, principles and mission to promote the right to education.
- Advanced University degree (Master's) in social sciences, journalism/public information, communication or other related field, or comparable experience
- Seven years of progressive experience in campaigning, information, communications and media relations, with at least two years at the international level.
- Knowledge of current campaigning practices and strategies of civil society organisations on their role in policy influencing.
- Knowledge of current theories and practices in communication research planning and strategy on the role of the mass media.
- Proven ability to manage relationships with media representatives and GCE members and partners
- Proven skills in communication, networking, strategic thinking, campaigning, negotiation, and ability to relate this to mass media
- Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills to members and partners of the GCE.
- Ability to express clearly and concisely ideas and concepts in written and oral form.

- An understanding of grassroots civil society activism, especially networks and the ability to motivate and engage staff and individuals from diverse coalition member organizations.
- Cultural sensitivity, ability to work with colleagues in different locations and demonstrated ability to work successfully with diverse constituencies.
- Experience of managing high-quality campaigns, and advocacy publications, including across multiple countries.
- Experience of writing and presenting advocacy/campaign messages and communication statements for external policy audiences such as education ministries and donor forums.
- Fluency in written and spoken English and strong writing and communication skills.
- Excellent interpersonal skills over email, by phone and in person.
- Ability to work to tight deadlines and to prioritize a complex workload.

### **Desirable**

- Extensive experience of working with education activists and advocates from Africa, Asia, Pacific, Latin America and the Caribbean and/or the Middle East.
- Competency in one or more of GCE's other official languages (French, Spanish, Arabic, Portuguese).
- Well-developed network of contacts in the field of global and/or regional education policy.
- Experience of providing capacity development support to grassroots activists.
- Experience of working in global networks or coalitions.
- Experience of working with GCE member coalitions.

### **How to Apply**

Only applicants who have the right to work in South Africa and UK where the GCE has offices need to apply, however we will be open to a flexible location arrangement where we have National Coalitions as GCE is not able to process work permits for applicants.

To apply for the position, please submit your application letter stating your expected salary and CV (**2 pages maximum**), including at least two references, to [jobs@campaignforeducation.org](mailto:jobs@campaignforeducation.org) on or before the closing date: **Fri, 12<sup>th</sup> January 2018**. Please indicate the title of the job you're applying for in the subject line.

- GCE is an equal opportunity organisation and everyone is encouraged to apply.
- Please note that due to high volumes of applications that we receive, only shortlisted candidates will be contacted.
- GCE reserves the right to shortlist and employ before the indicated closing date and in that case the job advert may be withdrawn at any time from job sites without notification.