



JOB PROFILE

JOB TITLE: COMMUNICATIONS MANAGER

INTRODUCTION TO TWIN

Twin is a unique and award-winning development through trade NGO working with 49 producer organisations representing 400,000 coffee, cocoa and nut smallholders in 17 countries across Latin America, Africa and Asia. Our coffee company Twin Trading works to access value-added markets for our producer partners and offers quality coffee and cocoa with development impact.

We unlock the power of trade to strengthen producer organisations and delivery social justice, economic development and environmental sustainability for small farmers. We are engaged throughout the value chain to balance producer support with creating market demand, building partnerships that deliver sustainable, scalable and meaningful change.

INTRODUCTION TO LIBERATION

We are a social enterprise looking for a self-starting, driven PR and communications expert who can make a marked difference to awareness of and loyalty to our Liberation brand. This is an excellent opportunity for someone who wishes to get involved in all aspects of communications and make it a powerful tool in the future success of a pioneering ethical brand. The successful candidate will bring creative flair and compelling writing skills plus excellent organisational and networking abilities.

Liberation Foods CIC has been pioneering the market for Fair Trade nuts since 2007 – we supply the majority of Fairtrade nuts in the UK – branded, own label and bulk. Our mission as a social enterprise is to secure profitable, sustainable markets for nuts grown by our shareholder producer cooperatives around the world.

MAIN PURPOSE OF JOB:

The Communications Manager will lead the ongoing development and implementation of Twin's communication strategy.

They will be responsible for raising Twin's profiles amongst its target audiences, in particular stakeholders within the food and drinks industry, government and non-profit funders, customers, stakeholders and the broader Fair-Trade community.

The role will work closely with internal customers (PPP, T&M and the SMT) delivering a support service for their communication and marketing activities as well as being directly responsible for the delivery of work led for and managed by the new Communications Team.



POSITION IN THE ORGANISATION

Reports to: Managing director (MD).
Manages: Communications Intern and external consultants as appropriate.
Has support from: Other members from Twin team.

DIMENSIONS & LIMITS OF AUTHORITY

- Develop and implementation of the Communications Strategy
- Management of budgets allocated to this work
- Delivery of work as part of Twin's range of programmes (JMI, TMEA, Maanda etc)
- Contracting and management of external consultants as appropriate.
- Potential for line management responsibility in the future

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Communications Strategy

- Lead the ongoing development and implementation of Twin's communication strategy.

Key Messages and Audiences

- Works with other teams in Twin to develop and maintain up to date and relevant key messages for agree key audiences.
- Overseas delivery of all messages through Twin's communications channels ensuring consistent look, feel and tone.

Media

- Design and implement media and social media strategy for Twin.
- Produce and seed press releases and articles publishing Twin's projects and activities.
- Manage Twin's website and other social media channels, keeping content up to date and appropriate, including ghost writing content. Making improvements to functionality and providing training and guidance to colleagues who use these channels.

Internal Services and Support

- Work with other teams in Twin (mainly PPP, T&M and SMT) to support delivery of their work on specific programmes as well as in their day to day work plans. This is to include taking responsibility to delivery of bespoke communications and marketing material as well as advice to those managing projects and programmes with a marketing, communications or advocacy objective.
- Manage and deliver Twin communications material and activities such as Annual Report, Trade Shows and ad hoc events where required.



- Work with the Communications Team to manage internal communications material is updated and organised ready for use across the organisation. This includes Producer Profiles and Images.

Line Management

- Line Management of Communications Team members and external consultants as appropriate.



PERSON SPECIFICATION

Qualifications and experience

- Degree level qualification or equivalent, preferably in a communications related subject.
- At least four years' experience in the field of communications and ability to demonstrate knowledge of broad range of activities such as media, website development and management, marketing, social media and event management.
- Excellent writing skills across a broad range of areas: reports, marketing materials, news articles, blogs, case studies etc.
- Proven experience of developing and deliver key messages to targeted audiences
- Proven experience of working on social media platforms including Twitter, LinkedIn and Instagram.
- Ability to think strategically and deliver medium term communication strategies as well and experience in day to day delivery.
- Ability to work without close supervision and as part of wider team providing excellent levels of service to internal stakeholders.
- Experience in commissioning and project managing delivering of communications and marketing materials from external providers. To include printed material, imagery and film.

Knowledge

- Fluency in English and working knowledge of French and Spanish an advantage.
- Empathy with the Twin's vision and mission
- Knowledge of smallholder agricultural and producer organizations.

PACKAGE

Hours of work: 3 days/week

Salary: £28,000 to £35,000 pro-rata. Dependent on experience

Location: London

Holiday allowance: 25 days per year plus bank holidays and other statutory holidays pro-rata.

PROCESS

Please send us your CV and cover letter to Jobs@twin.org.uk explaining your suitability for the job and indicating the job title in the subject by 9:00 am on **4th June 2018**.

Interviews to be held **8th June 2018**.