

# Marketing Communications Manager

**Organisation:** Lively Minds. UK Registered charity 1125512

**Position:** Marketing Communications Manager

**Reports to:** Chief Executive Officer

**Location:** In year 1, you will divide your time between Ghana and Uganda. Thereafter, you can either choose to remain in Ghana or Uganda, or transfer to our London office with frequent travel to Ghana and Uganda.

**Salary (year 1):** £28-33k depending on experience

**Hours:** Full time

**Contract:** Permanent

## About us

Over 250 million children under 5 globally do not get the early childhood care and education (“ECCE”) they need, leading to poor health, poor education, lost life opportunities and poverty.

Lively Minds is an award-winning charity tackling this crisis in rural Ghana & Uganda. We believe that one of the main barriers to ECCE is that parents in remote resource-poor villages lack the information, education and aspiration to provide basic and affordable opportunities for their children.

We have developed an innovative behaviour change programme that empowers uneducated & marginalised Mothers to run educational Play Schemes for pre-schoolers and to provide better home-based care, using cheap local resources. Not only does this result in positive outcomes for child development, but also has positive impacts for the Mothers too.

## The situation

These are exciting times for Lively Minds. Having proven the success of our programme at small-scale, we are now testing ways to scale by incorporating the programme in to local government systems. The Institute for Fiscal Studies is currently conducting a randomised control trial to provide robust evidence on the programme impacts.

As well as leveraging this opportunity, we are seeking to raise the visibility of our programme and our philosophy at grassroots level, nationally and internationally so that we can have a genuinely large impact in tackling the global early childhood development crisis.

We are recruiting our first Marketing Communications Manager to help us reach our target populations, stakeholders and supporters. You will develop and deliver powerful and impactful communications, working through various media to reach the following key audiences and help achieve the following objectives:-

- **Grassroots:** We work in resource-poor rural populations. Our clients are normally illiterate, marginalised and lack basic amenities. They are generally unaware of the

importance of ECCE and feel powerless to provide basic and affordable childcare. We aim to change these mindsets, so that families can provide quality childcare using what they have, and demand better provision from duty-bearers.

- Local government implementing partners: Our goal is to ensure that local government own the programme and are motivated to deliver and maintain it to the highest standard.
- Policy makers/sector experts: we aim to become a market leader in ECD solutions in the developing world. We therefore want our programme and methodology to become known and influential amongst policy-makers, academics, multi & bi-lateral funders and other NGOs/ECD practitioners.

## Main duties and responsibilities

- Contribute to the global strategy of Lively Minds
- Develop and implement communications, brand, and marketing strategies to support the achievement of our goals
- Work with our programme teams to co-develop creative communications and activities to connect beneficiaries and local government partners with the programme's purpose and find intrinsic ways to incentivise them and increase their engagement. This will include strengthening value propositions, organising stakeholder engagement workshops, developing recognition opportunities, innovative use of social media.
- Design & implement appropriate and relevant mass media campaigns to promote ECCE in rural villages
- Develop & implement promotional activities and materials for regional, national & international stakeholders including videos, field visits, in-country conferences, impact & progress reports, presentations, speeches, blogs, website content.
- Coach and train staff in communication and marketing skills and techniques and where necessary recruit additional team members.
- Assist fundraising and networking activities by advising on key messaging, stories of change and by creating fundraising products, website content, SEO, social media content
- Develop and manage relationships and contracts with creative agencies

## You are...

We are looking for a marketing & communications expert with the confidence and experience to set-up and grow our communications function in a diverse range of situations. You will be working in a multi-national, multi-disciplinary team that is spread across three countries and will be the go-to person on all communications issues.

To succeed in this role you will need...

- to be comfortable working independently, with limited supervision, using various media

- to be innovative. We operate in resource-poor settings, with challenging stakeholders and with a limited resources. You will need to adopt an analytical approach and be prepared to test and learn in order to find creative and sustainable solutions.
- to be hands-on. You will need to be out in the field in remote villages in Ghana & Uganda to understand the needs, operational realities and to supervise and assess your activities as they are implemented.
- to be business-minded. In order to spread our impact, we need you to help us secure sustainable income.
- to manage a busy, varied workload with competing demands on your time.

## How to apply

If this sounds like you, please send a CV and covering letter explaining how you fit the person specification to [jobs@livelyminds.org](mailto:jobs@livelyminds.org) by 22 April 2018

Due to resource constraints we will only be able to reply to shortlisted candidates.

The successful candidate will be required to complete a DBS check, and complete a 6 month probationary period.

Please note that we cannot provide work visas for the UK, and therefore candidates wishing to be based in our UK office must have the right to work in the UK.

## Living in Ghana & Uganda

In year 1, you will be based in our project locations in Ghana (Tamale) and Uganda (Jinja). Our offices have living accommodation attached to them where you will be able to stay for free. Living costs in both countries are extremely low; for example a meal in an international restaurant is approximately £5.

**Lively Minds | Registered Charity Number 1125512 Find out more at [www.livelyminds.org](http://www.livelyminds.org)**