



Brussels, 12 January 2021

JOB DESCRIPTION

Women Political Leaders (WPL) is the global network of female politicians. Its mission is to increase the number and influence of women political leaders to achieve men-women parity. WPL is an independent, post-partisan, not-for-profit foundation based in Iceland, the world champion of gender equality. The Brussels secretariat is very international and regularly works with women Parliamentarians and decision-makers around the world.

Director of Communications & Programme

Women Political Leaders is looking for an experienced, entrepreneurial, and highly motivated Director of Communications & Programme to help lead several key initiatives within the organisation. Part-time position.

Reporting to the Managing Director, the Director of Communications & Programme will set and guide the programme and communications strategy for maximum impact. The Director of Communications & Programme will ensure that WPL is viewed as the primary source, disseminator, and conduit of information within this diverse network and stakeholder base. The successful candidate will ensure the presence of WPL at key conferences and the outline of all communications, website, and public relations messages and collateral to consistently articulate WPL's mission.

The successful candidate will lead the dedicated communications and programme teams, working closely with the Senior Management on a variety of strategic initiatives. .

For the purposes of clarification, the job entails community activities for the communities of WPL, the Reykjavik Global Forum, and the #Girl2Leader initiatives. More information can be found at <https://www.womenpoliticalleaders.org/>, <https://reykiavikforum.global>, and <https://girl2leader.org>.

Responsibilities

Working in line with the organisation's direction, standards and to the best of their ability, the jobholder tasks include but are not limited to:

Strategic Communications

- Work with senior management on establishing communications strategy for maximum impact
- Develop, implement, and evaluate the annual communications plan across the network's stakeholders in collaboration with the WPL team
- Engage key stakeholders at the start of the content planning process
- Develop the organisation's digital strategy and further develop its campaigns strategy
- Develop media and campaign messages and stories based on robust data and evidence aiming to influence policymakers and corporate leaders at international level
- Identify new conversations, social movements and opportunities, and support the team in seizing new opportunities to increase our media and campaigns impact, for example through digital marketing, petitions, online mobilisation or mass emailing.
- Measure and report on the effectiveness of communications activities
- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Manage and coordinate the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, WPL and associated websites and event apps
- Manage and coordinate webpage and social media maintenance - ensure that new and consistent information (article links, stories, and events) is posted regularly
- Create a budget for the communications and programme team and ensure compliance
- Mentor and manage a team responsible for WPL's websites administration and coordination
- Track, measure and develop the level of engagement within the network over time.

Conference Programme

- Manage presence at international events and conferences (both in-person and digital) and develop challenging programmes
- Propose and outline programme of conferences and other gathering in alignment with the organisation's mission and vision and working with the members of the Management Team

- Oversee a content development strategy in line with the organisational goals and overall event themes
- Identify content needs and manage the content development process for all events end-to-end overseeing their project management, production timelines, event agenda, space and content allocation among participants.

Qualifications / Skills

- Demonstrated knowledge and proficiency with communications technologies
- Understanding of copywriting, graphic design, layout, and publishing
- Working knowledge of content management systems, and digital graphics production
- Familiarity with social media platforms and social media marketing
- Experience with search engine marketing, Google Analytics, and Google AdWords
- Impeccable copywriting and copy editing abilities
- Strong leadership track record
- Excellent verbal communication and presentation skills
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro).

Education and Experience Requirements

- Bachelor's degree in communications, marketing or a related discipline
- 5-plus years of communications, marketing or public relations or related experience
- Experience managing digital content
- Project Management Certification is a plus
- Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Established media relations a plus.

Successful candidates are not WPL employees, they have an independent status.

Candidates should send an email entitled Director of Communications & Programme Application to mail@wpleaders.org with a CV and letter of motivation (each no more than one page of A4).

Personal data processing



The personal information entered on the application forms is recorded in a computerised file. WPL will only process or use your data to the extent necessary for our recruitment.

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