

MARKETING AND COMMUNICATIONS MANAGER

Job description and
person specification

For more information
visit brassforafrica.org/careers



BACKGROUND



At Brass for Africa, we believe that every young person deserves the opportunity to fulfil their potential and thrive. Our mission is to support thousands of marginalised children and young people in Sub-Saharan Africa to transform their lives, driving social impact and social justice through music.

The charity's story began when airline pilot Jim Trott MBE, Founder and Executive Director, shipped 30 worn-out and unloved brass instruments to an orphanage in Uganda. What started as a way to save the instruments from the scrap heap turned into a journey of hope and transformation.

Today, Brass for Africa provides music and life-skills education to over 1500 disadvantaged children and young people across Uganda, Rwanda and Liberia every week. We've partnered with over 20 organisations such as the UNHCR, Plan International and Oxfam to deliver over 30 programmes.

The young people we work with live in extremely vulnerable situations: they are orphans or children living in households headed by another child; they are homeless or young girls who have become mothers. In a society where 70% of out-of-school children receive no form of education and youth unemployment is high, the need for transferrable skills is more critical than ever. That's why we teach 8 key attributes associated with learning music, such as self-confidence, resilience and problem-solving.

Our 2023-2028 Strategy will guide the organisation as we expand our work across 5 key pillars; Gender Equality, Disability Inclusion, Community Empowerment, Workforce Readiness and Fulfilment of Music Potential. As a response to the urgent need for support, our goal is that, by 2028, we will continue to scale and impact the lives of thousands of marginalised young people.



THE ROLE



WE ARE SEEKING AN EXPERIENCED MARKETING & COMMUNICATIONS MANAGER TO JOIN OUR SMALL BUT PASSIONATE DEVELOPMENT TEAM IN LONDON, UK. THIS ROLE SUPPORTS FLEXIBLE AND PART-REMOTE WORKING, AS WELL AS THE NEW 4-DAY WEEK MODEL (28 HOURS) ON FULL PAY.

Working closely with the Director of Development, you will take the lead in developing and implementing Brass for Africa's new Marketing & Communications Strategy aimed at building momentum, community and excitement! You will bring your knowledge, experience and creativity to increase awareness and translate this into increased donations. In return, you will be part of an inspiring team creating life-changing opportunities for young people in Sub-Saharan Africa.

Brass for Africa is happy to support flexible working to encourage exceptional candidates to organise their work around existing home or family commitments. This is a 4 Day Week position to support work-life balance. It is also a part-remote position, working from home and in the office (at least 2 days a week). The role also offers the possibility to travel to Sub-Saharan Africa once a year to meet staff, participants, and develop a deeper understand of the inspiring work of the charity.



KEY RESPONSIBILITIES

SOCIAL-MEDIA MANAGEMENT

- Create a social media strategy for Brass for Africa that builds momentum, community and excitement.
- Own the social media roadmap and maintain a daily social media calendar across Facebook, Instagram, Twitter, LinkedIn and TikTok.
- Write strong, compelling and authentic copy that connects with a large and varied audience.
- Strategise & create engaging story-driven ongoing content through videos, images and reels using platforms such as InDesign or Canva.
- Stay up-to-date with the latest social media trends and platforms.
- Continually review social-media analytics and create monthly reports to analyse content and improve our strategy.

MARKETING CAMPAIGNS

- Help strategise and deliver quarterly marketing campaigns –most recent examples include our #ChristmasAppeal and #BreakTheBiasCampaign.
- Create all campaign communication products such as email copy, workflows, website landing pages, petition pages, articles and all other relevant marketing content.
- Create and implement segmented marketing email workflows on Hubspot to gain new leads and build on our existing audience.
- Identify and approach potential campaign partners such as companies, influencers or celebrities.
- Produce final campaign reports based on performance and results, and use data analytics to enable and plan future campaign improvements.
- Stay up-to-date with emerging non-profit campaign trends such as Streaming, NFTs, Crypto giving and other potential campaign tactics.

EMAIL & COMMUNICATIONS

- Develop and implement Brass for Africa's email marketing strategy, including drafting and publishing our monthly newsletter.
- Assist with the implementation of a donor stewardship communication strategy for all donors including one-off, regular givers, major donors, partners and community fundraisers.
- Identify key goals for analytics data and use together with information on traffic, to inform development decisions.



KEY RESPONSIBILITIES

MEMBERSHIPS & PARTNERSHIPS

- Create, test and scale unique and compelling experiences for donors.
- Help grow and retain our monthly donor community - The Beat.
- Establish and maintain excellent working relationships with our members, sponsors and partner organisations.
- Help grow revenue from existing and new brand partnerships across the UK.

CRM

- Help maintain our database (Hubspot), ensuring all data is accurate and up-to-date.

WEBSITE

- In conjunction with our external digital agency create a development plan for Brass for Africa's website to meet the changing needs of the organisation.
- Maintain the website using WordPress, updating regularly with images, news, video and new copy as appropriate.

REPORTING

- Support in the creation and delivery of Fundraising Reports, such as our Annual Impact Report and other documents for donors and partners alike.

STAFF MANAGEMENT

- Coach and provide leadership to Brass for Africa's Media Assistant (in Uganda).

OTHER

- Assist the Director of Development as required.
- Assisting in the running of Brass for Africa's annual fundraising events (sometimes may require working outside of working hours).
- This job description helps the post holder to understand the main duties. It is not exhaustive, and the role's duties may change in discussion with the post holder and consistent with the level of responsibility appropriate to the grade of the post.



PERSON SPECIFICATION

YOU'LL BE SUCCESSFUL IF...

1. YOU'RE A STORYTELLER

You don't just create beautiful content; you know how to weave those images and videos into a narrative. Whether it's an email campaign or an Instagram Reel, you're excited to adapt the Brass for Africa story for different audiences, features, and platforms.

2. YOU'RE PASSIONATE ABOUT WRITING

You have an eye for detail and enjoy writing clear, consistent and compelling copy. You're passionate about giving every person who interacts with the Brass for Africa brand across earned channels an unforgettable experience through inspiring content.

3. YOU UNDERSTAND THE VALUE OF OUR SUPPORTERS

You make everyone feel special. You're able to get anyone excited about what we do and make their experience with us unique. You're inviting and thoughtful.

4. YOU'VE GOT VISION & ENTREPRENEURSHIP

You're creative and enjoy brainstorming and testing innovative ideas.

5. YOU BELIEVE IN THE FUTURE OF BRASS FOR AFRICA

You take your responsibilities seriously; the success of this role is critical to Brass for Africa's growth.



**Brass
for Africa**

REQUIRED SKILLS AND EXPERIENCE.

ESSENTIAL:

- At least 2 years experience in a similar role.
- A proven portfolio of social-media or marketing content that is engaging, inspiring and audience-focused.
- A proven portfolio of created content -reels, longer videos, branded content etc.
- Expert knowledge of all things digital and social with an awareness of latest trends and online culture.
- Exemplary copywriting skills for a variety of audiences.
- Experience in developing marketing & communication strategies and campaigns.
- Demonstrable, strong strategic planning and organisational skills with excellent attention to detail.
- An innovative, entrepreneurial and creative approach, able to come-up with new ideas.
- Self-starter & team player attitude.
- Experience in using a CRM
- Happy to have the possibility of travel to Sub-Saharan Africa once a year (for approximately two weeks).

DESIRABLE:

- Degree in Marketing, Communications or similar.
- Experience using Hubspot CRM –ideally with knowledge in developing automated workflows, A/B testing emails and reporting.
- Comfortable editing video content & being in front of the camera.
- Experience using Photoshop, inDesign, Canva or other editing software for image & video.
- Experience working within the charity or not-for-profit sector, ideally working in or with a fundraising team.
- Experience in growing membership/subscription communities.
- Good understanding of the role of external communications for a charity and how this relates to fundraising.
- Interest in music, the arts or/and international development in Africa.



TERMS AND CONDITIONS

JOB TITLE

Marketing and Communications Manager

DEPARTMENT

Development Department
(Reporting to the Director of Development)

SALARY

£30,000 for 4 days (28 hours)

WORKING DAYS / HOURS

4-Day Week
Monday to Thursday(flexible)
9.30am to 5.30pm(flexible).

LOCATION

Permanent workplace address is currently The Flash Pack Workspace SE21 8EN London, UK. You will be expected to come to the office at least 2 days a week and we are happy to discuss flexible/remote work for the rest of the week.

LEAVE

23 days per annum inclusive of bank holidays.

BENEFITS INCLUDE

4 Day Week on full pay, flexible working hours, part-remote working, possibility of one annual work trip to sub-Saharan Africa to visit our programmes in the field & work with the team in Africa, pension, sick pay.

NOTICE

Following the successful completion of a six-month probationary period, two months' notice is required on both sides. During the probationary period, one month's notice is required on both sides.

START DATE

Ideal start date is 1st May 2023 although we will remain flexible for the right candidate. Please specify in your cover letter when you would be able to start.



TERMS AND CONDITIONS

APPLY

To apply for the position of Marketing and Communications Manager, please visit www.brassforafrica.org/careers

PROCESS

You will be asked to submit your CV, a Cover Letter and to upload a piece of content you feel proud of (or a link to online work). Please visit www.brassforafrica.org/careers for more guidance & information. Submissions without the requested documents won't be accepted.

CLOSING DATE FOR APPLICATIONS

10:00am, Monday 6th March 2023 but we reserve the right to close applications before this date if we reach capacity. Applicants are encouraged to submit as early as possible. We will get back to all applicants after the 6th of March 2023.

INTERVIEWS

- First round (via Zoom): Wednesday 15th March 2023 or Thursday 16th March 2023
- Second round (in person in London): Thursday 23rd March 2023

If you would like an informal conversation to discuss this role further and find out more about our future plans, or you have any other questions about the role, please contact careers@brassforafrica.org. These conversations will not form part of our selection process.

START DATE

1st May 2023 (negotiable). Please indicate in your cover letter when you would be able to start.

EQUAL OPPORTUNITIES

As an equal opportunity employer, we are committed to ensuring within the framework of the law that our workplaces are free from unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, gender (including gender reassignment), sexuality, religion or beliefs, marital status, disability, age, pregnancy or trade union membership, or the fact that they are a part-time worker or a fixed-term employee. We aim to ensure that our employees achieve their full potential and that all employment decisions are taken without reference to irrelevant or discriminatory criteria.



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