



Job Description Communications and Outreach Manager

About Free the Slaves

Founded in 2000, Free the Slaves (FTS) is a pioneer and leader in the global effort to eradicate modern slavery. Our mission is to liberate those in slavery and change the conditions that allow slavery to persist. Free the Slaves works at the grassroots level to empower vulnerable individuals and communities to achieve freedom from modern slavery and develop resistance to modern slavery. We work with and through local partners to build national capacity to combat slavery and trafficking. We advocate for policies and laws that help in the fight against modern slavery. We are committed to rigorous assessment of our work and scrupulous integrity in the use of donor funds. Headquartered in Washington, D.C., with programs in Africa, Asia, the Caribbean, Latin America and the Middle East, Free the Slaves has a diverse and expert staff and a highly engaged and supportive board of directors.

For more information, see: www.freetheslaves.net.

Position Overview

The communications and outreach manager (COM) will oversee the design and implementation of our organizational communications strategy and the key areas of organizational communications, including social media, website, digital communications, branding, media relations and production of content.

The COM ensures our work, achievements and other messages reach our target audiences, and actively and strategically engages with them. The COM will guide and support FTS teams throughout the organization with all aspects of their communications activities, across the FTS regions (Africa, Middle East and North Africa, South and Southeast Asia, Latin America, the Caribbean, U.S. and Europe).

In addition, the COM will provide hands-on management and strategic direction across communications, with particular responsibility for overseeing social media, digital communications and audience engagement.

The COM will report to the executive director and supervise other staff as needed and will coordinate closely with the FTS development, programs and regional teams.

This position is based in Washington, D.C. FTS would accommodate outside locations, as needed.

Principal Responsibilities

- Lead FTS communications work, materials and engagement.
- Act as a lead for communications and contact for allocated programs, global and advocacy teams, supporting them with the creation and implementation of specific communications campaigns and activities.
- Strategy, leadership and management. This includes strategy design and management of FTS digital channels, reaching out and actively engaging key audiences.
- Lead the development and implementation of a strategy to leverage social media and other digital communications to enhance the FTS brand and enhance organizational goals.
- In coordination with the programs, development and global teams, design and implement effective outreach strategies for proactively engaging new audiences, prospective donors and supporters, and deepening relationships existing ones.
- Develop and cultivate close relationships with key editors, journalists and citizen journalists, and influencers at relevant outlets.
- Identify opportunities for, and support others in, the promotion of FTS work to a wide range of audiences, through a variety of media including social media.
- Oversee content production, producing high-quality written and multimedia content, including promoting our work and impact through collating and editing stories, case studies and interviews with FTS partners, beneficiaries and allies.
- Lead on FTS audience engagement through digital channels, including managing the development of the FTS website.
- Work closely with the development team to develop fundraising materials, and outreach and engage donors.
- Lead on the development and implementation of specific campaigns, significant communications projects and complex cross-organizational processes.
- Coordinate FTS quarterly content plans and oversee implementation of these plans.

- Keep up to date with the latest digital and communications trends, suggesting and developing innovations.
- Monitor and evaluate FTS communications using analytical tools/platforms, proposing new approaches, and implementing changes as necessary.
- Develop and roll out systems and processes to deliver the efficient, timely and cost-effective production of materials within FTS.
- Line-manage and support designated staff, as well as recruiting and managing occasional temporary communications staff, consultants and volunteers.
- Deliver training, build the capacity, and provide advice, guidance and support to program colleagues, partners and others on communications, developing organizational capacity.
- As part of the communications team, lead by example in the sharing of information through appropriate communications platforms/channels.
- Support FTS staff in the use of brand guidelines, and promote FTS' brand internally and externally.
- Support the development team with ad-hoc communications projects and activities, and perform other duties and tasks as required, consistent with the skills and expertise of the postholder, in non-routine circumstances.
- Lead and participate in meetings as needed.

Essential Qualifications and Experience

- Innovative thinker with a track record of translating strategic thinking into action plans and output.
- Advanced knowledge of different communications channels and activities and how they can be used to support the achievement of an organization's strategic goals.
- Solid experience developing and implementing communications strategies and plans, including setting targets and of monitoring and evaluating activities.
- Solid experience and knowledge of social media.
- Great understanding of citizen journalism, media and press.

- Strong experience of leading and managing an organizations' digital communications including social media and websites, including liaising with developers to improve functionality and resolve technical issues.
- Proven experience of working with the media to deliver attuned coverage in relevant U.S. and international media.
- Knowledge of project management in relation to communications outputs and a strong track record of producing publications and other materials on time and budget.
- Experience leading on cross-organizational communications projects and processes, including developing new approaches, which effectively engage staff.
- Experience of working internationally or in a multicultural environment, with a good understanding of international issues and appreciation of different cross-cultural sensitivities (essential). Experience working within an INGO (desirable).
- Strong knowledge of human trafficking and modern slavery issues in general, across the globe.
- Strong understanding of human rights and international development.
- Excellent planning, project management and organizational skills, so as to manage multiple priorities at once, while also retaining thorough attention to detail.
- Outstanding ability to develop key relationships and strategic partners, around both communications and/or fundraising opportunities.
- Passion and experience in storytelling.
- Strong experience in crafting effective media hooks, identifying PR opportunities and conducting media landscape analysis, including an ability to judge and implement tactics and campaigns that will attract local, national and international press attention.
- Excellent written and verbal communications.
- Ability to work independently, displaying strong initiative in solving day-to-day problems with limited direction.
- Experience leading and working with staff in an innovative environment.
- Ability to communicate clearly and consistently with a variety of technical and non-technical audiences including staff, stakeholders, donors and board members, both orally and in writing.

Additional Qualifications

- Legal right to live and work in the U.S. or where the candidate is based.
- English language capacity is required. Any other United Nations languages (French, Spanish, Arabic, Portuguese) is a plus.
- Familiarity with new technologies as a tool for training and mobilization an asset.

To Apply:

Applicants should submit a tailored cover letter that outlines your interest and relevant experience, a resume and a list of three references from former supervisors and/or colleagues.

PLEASE SUBMIT THESE AS ONE (1) WORD OR PDF DOCUMENT to <https://smrtr.io/5kPx9>
Include your last name in the title of the document.

Deadline for Submissions:

Interested applicants are encouraged to apply as soon as possible, as consideration of candidates will be done on a rolling basis.

The application deadline is May 15 at 5:00 p.m. (EDT)

Free the Slaves is an equal-opportunity organization. Qualified applicants are considered for employment and consultancies without regard to age, race, color, religion, sex, national origin, sexual orientation, disability or veteran status.