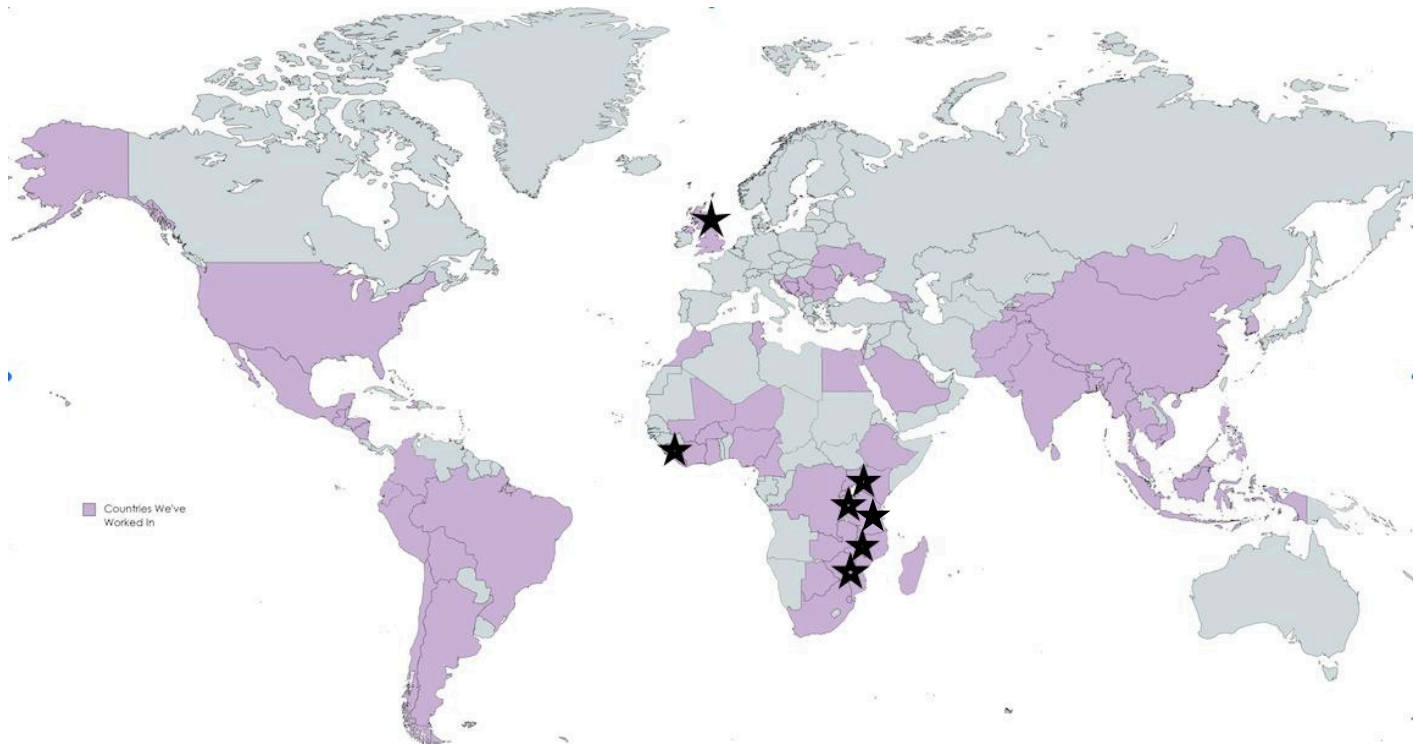


Challenges
Group



Recruitment Pack Communications Manager

All about us



We are an international enterprise development organisation that delivers enterprising solutions to global challenges

We operate globally and have offices in seven countries: Ghana, Malawi, Rwanda, Tanzania, Uganda, the UK, and Zambia

Our Approach

We have had the privilege of partnering with enterprise ecosystem support organisations across 80 countries. Through working directly onsite with over 5,000 individual enterprises, our approach to enterprise support is rooted in tried and tested methodologies and our culture, then refined by 25 years of application. An innovative mindset underpins

everything we do at The Challenges Group. From our experience, we believe that real performance improvement is unlocked when there is an understanding of the business model and its delivery, the people, and the ecosystem. Then, to add value, The Challenges Group must bring an innovation mindset to plan and support transformation.

Our History

We have been operating globally for 25 years across four continents since 1999, we have provided over 200,000 onsite consulting days, delivered £30 million in debt and equity financing, and supported more than 4,000 social businesses in 80 countries.

Our 3 Pillars

1. There for the Journey

To support any enterprise with what it needs, when it needs it, we have developed and delivered a suite of tools and methods to support enterprise from idea to investment. So, rather than having a single programme model, or one-to-many service offering, we have a full-service one-to-one offering – we give enterprises the bespoke support they need at whatever stage they are.

2. A 3-Dimensional Understanding

To design and deliver the correct support to any enterprise, we take a holistic approach. We assess where the intervention is most needed (the enterprise itself, its people, or its ecosystem) depending on their present situation or future opportunity. The results are a multi-faceted enterprise improvement approach, with changes to all 3-dimensions reinforcing each other to ensure sustainable change.

3. Innovation Mindset

For us, innovation means the practical implementation of ideas that result in enterprise improvement – not invention. We help deliver incremental gains by working with enterprises to adapt ideas and models and apply them in new contexts to maximise impact. We use enterprise experts who have lived experience supporting often hundreds of individual enterprises in emerging economies, to verify the efficacy of business models, and to use adapted design thinking approaches as a launchpad for innovations for specific problems in specific contexts.

Our Values

WE'RE DRIVEN BY IMPACT.

We are passionate about creating sustainable impact. We want to support enterprises so that they're better able to tackle big global challenges.

WE LOVE TO COLLABORATE

We think the best solutions arrive when we collaborate – with colleagues, with enterprises, and with partners. Collaboration brings new ideas and different perspectives, which means better solutions.

WE FIND A WAY

We love problem solving. We interrogate an issue. We will understand the wider context and explore all possible options, and often bring solutions that weren't immediately obvious.

WE THRIVE ON INNOVATION

For us, innovation is a state of mind, not just a tool. We are inherently curious and we challenge existing approaches; adapting ideas and models to apply them in new contexts allows us to maximise impact.



Communications Manager

Contract Flexible & Hybrid, Part Time - 3 days per week .

Location Edinburgh (hybrid)

Salary

£30,000 to £35,000 (pro rata)

How to apply Send your CV plus a cover letter to:

caroline.wylie@thechallengesgroup.com

If you'd like an informal chat about the role, please contact us using the email above.

Closing date: Sunday 13th April

Interview Date: TBC

Selection Process

The Challenges Group is committed to fostering an inclusive and diverse environment. We welcome applications from individuals of all backgrounds and are dedicated to providing equal opportunities, regardless of race, ethnicity, religion, gender, sexual orientation, gender identity, disability, or any other characteristic. We believe that diversity strengthens our team and enhances our ability to drive meaningful impact.

Employment Eligibility

To be considered for this role, applicants must have British nationality or the legal right to live and work in the UK.

The Opportunity

Communications Manager

The Communications Manager will lead and oversees all the marketing, communications, and engagement functions for The Challenges Group.

We are working to increase our visibility and awareness as a purpose-led enterprise development organisation amongst new stakeholder audiences including funders, governments, project partners and most importantly enterprises who may benefit from our services.

Last year The Challenges Group rebranded and launched a three-year comms strategy. Having a talented person in this role will help amplify and reinforce our new brand framework and messaging, to reflect the social and environmental change we help enterprises unlock.

The role will be semi-autonomous, reporting into the COO, and with the flex to really use comms to make an impact at The Challenges Group. The post holder will work across 7 different houses, and will benefit from the global society of inspiring Challenges colleagues in Ghana, Malawi, Rwanda, Scotland, Tanzania, Uganda, and Zambia.

Main Responsibilities

Strategy and Planning

- Help design and deliver a Marketing & Communications strategy ensuring it is complementary with all marketing plans developed, and ensuring that all the marketing communications approaches are optimised
- Ensure the continuous review, evaluation and development of marketing and communications objectives and KPIs
- Ensure that the Marketing & Communications material is effective, has clearly established target audiences, has clear objectives, includes thinking around competitive differentiation, incorporates positioning of our programmes, has insight-driven strategic thinking, is measurable and has appropriate evaluation mechanisms

Marketing, Communications and Brand

- Develop, implement, and track a high-performing marketing and comms plan which supports the achievement of the Marketing & Communications strategy
- Set high standard for team performance, leading by example, and establishing accountability systems to ensure key metrics and KPIs are hit

Main Responsibilities

- Responsible for ensuring that the Challenges Group brand creates a compelling, consistent narrative for the organisation both internally and externally
- Proactively seek opportunities to communicate and reinforce the new brand framework and brand messaging of the Challenges Group
- Keep brand templates and guidelines up to date and communicate any changes to the group.
- Ensure relevant team members produce engaging content aligned to the objectives of a content strategy
- Oversee the gathering of insights on relevant audiences, market trends, opportunities, and threats
- Assist international teams to develop and deliver country-level communications strategies and provide planning support to country teams where necessary
- Set and manage an annual communications budget to effectively resource the implementation of the strategy
- Have overall responsibility for ensuring that all communications for the organisation are on brand and help reinforce the brand messaging and visual identity
- Be the principle point of contact for journalists and other media, working to actively promote Challenges and its programmes
- Be the senior relationship-holder for any agency relationships
- Be the Crisis Communications Lead in the event of a crisis
- Be responsible for ensuring that key publications such as the Impact Report and others are produced on time, accurately, and to a high-level design standard
- Help create an agile, creative, results-driven, and impact-focused team culture
- Support event attendance for persons representing the Challenges Group at external events
- Assist with delivery of any internal comms requests as briefed by the Senior Leadership Team

Leadership responsibilities

- Be responsible for ensuring good flow of information through the International Comms Group, so that team members are aware of key organisational direction and priorities
- Working within our matrix structure provide excellent support to the Comms and Monitoring, Evaluation and Learning team to enhance their own knowledge and skills, whilst at the same time providing personal growth opportunities
- Actively contribute to key leadership discussions and strategic decision-making

Skills, Experience and Personal Qualities

Essential

- Experience managing communications and digital marketing functions, ideally in a globally facing team.
- Track record of developing and delivering creative communications and digital marketing strategies, planning successful projects, campaigns, and activities to reach a range of audiences.
- Previous experience of working with and developing a team of communications and digital marketing specialists - supporting skill development and wellbeing.
- Exceptional relationship management skills, experience working with remote teams, agencies, and stakeholders at all levels.
- Experience of briefing external marketing / communications agencies and holding them to account against agreed briefs and scope of work, to deliver on time, on budget, and to a high standard.
- Excellent level of written English, proof-reading, copywriting and editing skills.
- Understanding and experience of communicating in a crisis situation.
- Demonstrable examples of securing high profile media coverage, or a track record of managing a press office.
- Excellent planning, organisational, and time management skills with a meticulous attention to detail.
- Ability to set and monitor budgets.
- Knowledge and skills in using digital media and marketing to maximise engagement and conversions.
- Outcome-driven, able to set, meet, and report against objectives and targets.
- Skilled in using communication technologies and digital innovation to monitor, evaluate and review effectiveness of communications and digital marketing.
- Creative and strategic thinker with a passion for delivering audience-centric communications and digital marketing

Desirable

- Experience of developing SEO (search engine optimisation) campaigns
- Knowledge and understanding of how to use tools such as Google Analytics and Adwords
- Graphic Design skills and experience using In Design
- Experience in overseeing and managing website CMS, including a clear understanding of back-end platforms and services and experience of working with platforms such as Webflow.

WHY, WHAT, HOW?

OUR PURPOSE

We exist to maximise enterprises' potential, so they can deliver extraordinary impact.

OUR VISION

A world whose biggest challenges are being tackled by enterprises creating extraordinary impact.

THE PROBLEM WE'RE TACKLING

Many enterprises do not perform at their fullest potential and may lack the capacity to operate better, thereby limiting their impact on global challenges.

OUR MISSION

Our mission is to help deliver better solutions to global challenges by improving the performance of enterprises.

Benefits



Holiday entitlement

The holiday entitlement for full-time staff is 28 working days per year, inclusive of 8 public holidays. Staff receive an additional 4 days leave during the December festive break. Part-time staff receive a pro-rated entitlement.



Flexible working

Staff generally work office hours – most staff adopt 'hybrid' working, but we encourage at least one day per week in the office. This role will allow you to tailor your schedule to fit personal commitments while contributing to our team's success.



Cycle to Work scheme

Challenges offers a cycle to work scheme that enables a discount towards any bicycle you purchase for the purpose of getting to work.



Other benefits

Also available to staff is a pension scheme, and professional development courses through the Chartered Management Institute (CMI).

Contact us



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www.theventureslab.com

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