JOB POSTING – Communications Manager, Country Programs

Organization: Right To Play International
Department/Division: HQ Communications
Work location: One of Right To Play offices (Burundi, Canada, Ethiopia, Ghana, Jordan, Lebanon, Mali, Mozambique, Pakistan, the Palestinian Territories, Rwanda, Senegal, Tanzania, Thailand, Uganda or United Kingdom)
Work arrangement: A combination of in-office and remote work in accordance with Right To Play’s work arrangement and the operational needs of the department
Authorized to work in: One of the 16 countries listed above
Target Start Date: March 2022
Contract Duration: Permanent/Full-time
Closing Date: January 30, 2022

BACKGROUND:

Right To Play is a global organisation that protects, educates, and empowers children to rise above adversity using the power of play. By harnessing play, one of the most powerful and fundamental forces in a child’s life, we helped 2.3 million children last year to stay in school and out of work, to prevent life-threatening diseases, and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease, displacement, and inequality.

Established in 2000, Right To Play reaches children through experiential programming in 15 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our headquarters in Toronto, Canada; London, UK and eight national offices across Europe (Germany, The Netherlands, Norway, Sweden, Switzerland, UK) and North America (Canada, US).

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- Accept Everyone – *Be intentional about inclusion*
- Make Things Happen – *Seek opportunities to lead and innovate*
- Display Courage – *Act with integrity*
- Demonstrate Care – *Look after yourself and one another*
- Be Playful – *Have fun at work*

Please visit our website to learn more about who we are and what we do, and watch this video to find out about the five pillars of our Culture Code.
JOB SUMMARY:

Reporting to the VP, Marketing and Communications (based in Right To Play’s global headquarters in Toronto, Canada), the Communications Manager, Country Programs works with Country Offices in Burundi, Ethiopia, Ghana, Jordan, Lebanon, Mali, Mozambique, Pakistan, the Palestinian Territories, Rwanda, Senegal, Tanzania, Thailand and Uganda to support and in some cases lead in-country communications strategy, planning, and execution, and ensure that communications activities and deliverables are alignment with Right To Play’s brand and communications strategy and needs.

The Communications Manager, Country Programs will support Country Offices to enhance the organization’s overall public image in their markets, and to communicate Right To Play’s impact and activities to target audiences, including funders, government and program partners, media, community leaders, and other key stakeholders. Key responsibilities include support on annual and project-based communications planning; ensuring brand consistency across all offices and channels; developing communications resources like presentations, reports, fact sheets, videos, and communications templates; supporting donor deliverables; providing training, resources, standards, and best practices that ensure a high-level of communications across all offices; supporting on media relations; and producing content for use in marketing and fundraising across the organization.

The Communications Manager, Country Programs is required to travel 30% of time to Right To Play program countries.

PRIMARY RESPONSIBILITIES:

1. **Communications Strategy and Planning (10% of Time):**
   - Support Country Office staff to develop annual and project communications plans that are in line with Right To Play’s global communications strategy and country strategic plans, support and respond to fundraising and project objectives, and maximize brand awareness and impact.

2. **Brand Compliance and Effective Communications Templates, Assets, and Content (20% of Time):**
   - Ensure brand compliance of all marketing and communications materials produced for external audiences, including social media channels.
   - Support Country Office staff to develop communications materials that support fundraising and partnership objectives, profile partners and funders, and communicate program effectiveness. Gather multimedia success stories and content for use across the organization.
   - Promote creative communication innovations.

3. **Media Relations Support in Partner Countries (10% of Time):**
   - Guide Country Offices to develop appropriate media relations strategies that help raise the profile of RTP and our work.
• Review and provide feedback on media materials developed by Country Offices such as press releases and media advisories, media briefs, and other documents and templates required for effective media relations, and build relationships with regional and/or international media contacts where appropriate.
• Serve as spokesperson for RTP with media and key stakeholders as needed.
• Monitor, track, and analyze media coverage for RTP in Country Offices.

4. Training and capacity (15% of Time):
• Provide brand, messaging, and other communications training to Country Office staff.
• Build the capacity of spokespeople in each country to accurately and effectively communicate about Right To Play and its programs.
• Onboard new Country Office communications staff and support on recruitment where needed
• Deliver and/or support the delivery of a range of brand and communications training to staff in Country Offices
• Support visits by Right To Play board members, donors and ambassadors

5. Other duties as assigned (5% of Time)

MINIMUM QUALIFICATIONS (Must have):

EDUCATION/TRAINING/CERTIFICATION:
• University degree or equivalent in communications, public relations, journalism or related field.

EXPERIENCE:
• Minimum of 7 years of relevant employment experience, some of it preferably in Africa, the Middle East, or Asia
• Experience in developing communications strategies and plans
• Experience with brand management
• Experience developing compelling and effective marketing and communications materials, including presentations, impact and stewardship reports, web content, infographics, and video
• Experience working cross-functionally and demonstrated ability to lead successful projects
• Experience representing an organization with external stakeholders
• Experience conducting media relations for a nonprofit organization
• Experience with providing communications training to diverse stakeholders

COMPETENCIES/PERSONAL ATTRIBUTES:
• Familiarity and interest in Right To Play’s mission and outcome areas
• Excellent written and oral presentation skills and ability to communicate effectively with a variety of audiences, including the media, the public, government officials, NGOs, Right To Play’s affiliates, and others
Strong people and facilitation skills
Creative and able to work well under pressure
Ability to balance competing priorities and meet deadlines
Confident to work alone but able to judge when help is required or when there is an opportunity to share learning
Able to manage heavy workload reporting to multiple audiences and stakeholders
Demonstrated interest in human rights and social change issues, and good knowledge of the NGO, media, and political environments in development cooperation
Sensitivity to and ability to working in different cultural and political contexts

KNOWLEDGE/SKILLS:
• Excellent writing, editing, and proofreading skills
• Graphic design skills, and familiarity with Canva or other design software
• Familiarity with Office 365
• Experience with social media management and familiarity with major social media platforms
• Demonstrated facilitation and coaching skills

LANGUAGES:
• High level of proficiency in written and oral English

DESIRED QUALIFICATIONS (An Asset)
• Videography and photography skills
• Fluency in other languages, particularly French and/or Arabic

WHO YOU ARE:
You are a smart, savvy, and collaborative communications professional who takes brand management and compliance seriously; is motivated to create communications opportunities and materials that inspire and compel donors and partners to support children around the world; loves to support colleagues to achieve their goals and develop their knowledge and skills; is as comfortable in training a group of colleagues as you are speaking to a journalist or decision-maker or interacting with community members; and is looking for an international challenge in a new position that is critical to the advancement of Right To Play’s strategic objectives and mission.

WHAT YOU’LL GET:
The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. You will gain experience working for a Great Place to Work® Canada Certified and globally recognized organization with a healthy culture premised on our Culture Code (accept everyone, make things happen, display courage, demonstrate care and be playful). In addition, we offer a competitive salary and
benefits package including flexible work policy (e.g. work from home and flex hours), up to 5 personal learning and development days per year and summer/winter hours.

**HOW TO APPLY:**

If you are interested in applying for this position, please apply [here](#) with your resume and cover letter in English.

While we thank all applicants for their interest, only those selected for interviews will be contacted. **Shortlisting of applications will begin immediately and interviews may be held before the closing date.**

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. As such, we encourage women and groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory Vulnerable Sector Screening or equivalent criminal check as a condition of employment.**

**EMPLOYEE VACCINE POLICY:**

To protect the health and safety of our employees and the communities we serve, Right To Play requires all employees and volunteers based in Canada to be fully vaccinated against COVID-19. **The successful candidate will be required to provide proof of vaccination against COVID-19 as a condition of employment.**

**ACCOMMODATION:**

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at [careers@righttoplay.com](mailto:careers@righttoplay.com)

To learn more about who we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com).