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| **TITLE:**  Sponsorship Communications and Marketing Manager |
| **TEAM/PROGRAMME:** Communications & Engagement | **LOCATION: UK** or any existing Save the Children International Regional or Country office **Worldwide/Remote.** Local terms and conditions will apply. |
| **GRADE**: C Mid-Senior level | **CONTRACT LENGTH:** 12 months |
| **CHILD SAFEGUARDING:** Level 3:  the post holder will have contact with children and/or young people *either* frequently (e.g. once a week or more) or intensively (e.g. four days in one month or more or overnight) because they work with country programs; or are visiting country programs; or because they are responsible for implementing the police checking/vetting process staff. The post holder will have access to personal data about children and/or young people as part of their work. |
| **ROLE PURPOSE:** Save the Children is the world’s first, and largest, independent children’s rights organisation. Our founder, Eglantyne Jebb, wrote the first draft for the UN Declaration of the Rights of the Child in 1923, and we’ve worked to uphold it ever since. Generations later, her pioneering work is being influenced by children themselves. Today, we are still going strong, working in over 100 countries worldwide to build a world where every child can thrive, grow up healthy, educated and safe, and look forward to a future full of promise.In early 2022, after a review process, the Save the Children’s Global Sponsorship program launched their new program guidelines. The new direction of Sponsorship will engage country offices, communities and partners in all aspects of Sponsorship to address issues of inequality and discrimination so that ALL children survive, learn and are protected.  Through long-term program commitment to partner with communities (10+ years), insistence on program quality and provision of stable funding, the future Sponsorship model will engage in social change strategies to tackle the underlying causes of discrimination and improve outcomes for children at scale.The primary objective of the Sponsorship Communications and Marketing Manager is to develop a communications and marketing strategy for internal and external audiences that will help ensure a clear understanding of the new Sponsorship model and its importance in delivering on our strategy. The role will also oversee the production of consistent, audience-friendly messaging and communications materials that reflect the impact that children, communities and staff experience with Sponsorship in the 21 countries where the program is implemented.Success will be a regular stream of communication from those who participate in our programs, and clear communications materials to facilitate staff and Members in promoting, growing and evolving our Sponsorship programs. |
| **SCOPE OF ROLE:** **Reports to:** GlobalHead of Corporate Communications, dotted line into Sponsorship Programs**Staff reporting to this post:** none **Budget Responsibilities:** none**Role Dimensions**: This role involves working in a global matrix, membership based organisation. Sponsorship Programs work in 21 countries, while Save the Children works across 120 locations. The postholder will work closely with colleagues on global program, operations and marketing teams, along with the wider global communications and engagement team and global media units.**Context:** Humanitarian and development  |
| **KEY AREAS OF ACCOUNTABILITY:** **Develop Sponsorship Communications and Marketing Strategy**1. Develop an annual communications plan for Sponsorship Programs that highlights the new program, shares progress on pilot countries and demonstrates impact from the investment
2. Develop digital content to promote Sponsorship Program on web and social

**Manage the production of key communications and marketing materials for internal and external audiences**1. Develop key messages that summarize our new Sponsorship model
2. Produce core communications toolkit that includes: one-pager, PPT presentation, infographics to tell the story of how our new 10-year Sponsorship Program works
3. Manage the design, lay-out and translation of an updated Sponsorship Design Guidelines document and other Sponsorship tools (3-year Adaptive Programming, Situational Analysis, etc)
4. Develop one-pagers for each of the four pilot countries
5. Develop communications materials that provide an overview of Sponsorship, its unique selling position and successes for internal and external (Member) audiences
6. Support Programme Manager with updating Sponsorship intranet page (OneNet)
7. Document in multi-media formats program participant, staff and community member testimonies of change, sourcing content from our Sponsorship countries.

**Oversee Production of Individual Child Sponsorship Marketing Materials**1. Manage updates and use of Correspondence templates and review Individual Child Sponsorship letter templates
2. Develop representative child communications, including Phase over and Lifeline transfer communications/correspondence
3. Manage Phase-out / phase-over transfer kits
4. Request communications from Sponsorship Offices for planned phase-out and child representative transfers (four months in advance; Sponsorship Office has at least one month to complete and send content to the Child Information Management Team and X
5. Alert members when Sponsorship Office phase-over raw content is ready
6. Obtain annual marketing calendars and use as a guide for sharing best practices and to support the evolution of the quarterly sponsorship marketing newsletter to increase engagement (open and CTRs)
7. Update Policies and Procedures Manual
8. Conduct Correspondence review exercise
9. Develop Country One-pagers, external reports (ASR)
10. Work with Content Manager to engage with Members on their communications and content requirements

**Support Project Sponsorship**1. Conduct research and interviews with key members to determine the content needed to promote Project Sponsorship.
2. Work with Project Sponsorship Manager to produce creative content to promote Project Sponsorship:
3. Update existing two-pager list of projects by country and thematic area
4. Design an Infographic and slide deck to show “How Project Sponsorship works” with equivalencies
5. Write case studies/Success stories/Country Fact sheets to demonstrate the Impact of Project Sponsorship
6. Adapt existing reporting template
7. Develop content for Social Media Platforms promoting Project Sponsorship
8. Create and write content for the Project Sponsorship Landing page on SCI website
9. Create a folder on Content Hub with relevant content for Project Sponsorship
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| **BEHAVIOURS (Values in Practice**)**Accountability:*** holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
* holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

**Ambition:*** sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
* widely shares their personal vision for Save the Children, engages and motivates others
* future orientated, thinks strategically and on a global scale.

**Collaboration:*** builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
* values diversity, sees it as a source of competitive strength
* approachable, good listener, easy to talk to.

**Creativity:*** develops and encourages new and innovative solutions
* willing to take disciplined risks.

**Integrity:*** honest, encourages openness and transparency; demonstrates highest levels of integrity

The post holder must commit to work in an international agency that respects racial diversity and fights racism in all forms; and to model positive behaviours and respect to all colleagues, partners and communities.  |
| **QUALIFICATIONS** * Bachelor’s degree in relevant field or equivalent experience in media, communications and marketing
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| **EXPERIENCE AND SKILLS****Essential*** Passion and experience in international development work
* Fundraising / Marketing copywriter with strong English skills
* Knowledge of mass audiences, medium/high value donors and corporates
* Understanding of programming and ability to translate complex programmatic information into external / donor facing language
* Research skills to search, identify and interrogate existing information to improve for future use.
* Ability to brief and manage a freelance graphic designer to create infographics and designed templates and documents / reports
* Ability to liaise with external translators to manage the translation of all documents into key global languages.
* Ability to brief and manage a freelance web page designer to create home for sponsorship on external site
* Demonstrated ability to cultivate, build, influence and maintain strong working relationships with individuals from diverse backgrounds and perspectives including programmatic, policy and advocacy technical experts that may have low capacity in business and finance acumen.
* Track record of storytelling, visualization & prototyping of ideas successfully & efficiently
* High level of fluency in English, both verbal and written.
* Proven ability to build strong collaborative networks and influence, externally and internally
* Strong remote-working abilities with global teams based in different time zones.
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| **Additional job responsibilities**The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience. |
| **Equal Opportunities** The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures. |
| **Child Safeguarding:**We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse. |
| **Safeguarding our Staff:**The post holder is required to carry out the duties in accordance with the SCI anti-harassment policy |
| **Health and Safety**The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures. |
| **JD written by: Lisa Parrott** | **Date: December 2022** |
| **JD agreed by: Katrina Kyselytzia** | **Date: December 2022** |
| **Updated By:** | **Date:** |
| **Evaluated:** | **Date:** |