

Communications Manager with Design Expertise

[The Share Trust \(TST\)](#) is a non-profit whose mission is to support community driven collective action globally. We believe that people should be in charge of what happens in their own communities, and yet only a small fraction of international aid funding makes it to local actors driving the change they want to see.

The Share Trust aims to address this issue holistically, working across an ecosystem to shift power, process and funding to local actors. We do this in two primary ways:

The first is pursuing research and advocacy around localization. We conduct rigorous research on localization strategies, including on cost efficiency and effectiveness, to build the evidence base. We also partner with bilateral donors, INGOs and local actors, bridging the gap by providing advocacy campaigns, thought leadership, and tools/frameworks to fundamentally change the way that international assistance is designed and delivered.

The second is strengthening the sector of Global South intermediaries who are positioned to receive more significant power and funding, much of this done in deep partnership with [Warande Advisory Centre](#) (WAC), based in Nairobi. Key intermediaries include:

- Local Coalition Accelerators (LCAs) – a flagship initiative of TST and WAC—currently being implemented in Uganda, Bangladesh, Nigeria and Ethiopia—that provides both financial and technical support to the coalitions over three+ years.
- Self-Help Groups (SHGs) - one of the most evidence-based and cost-effective approaches to drive community driven development. These groups of 10-25 people meet every week to save, start small businesses and support each other, effectively harnessing the transformative power of gathering to create extraordinary impact.
- Alternative Pooled Funds – Collaborative funder mechanism being experimented with as a tool to guide more funds to local actors in both humanitarian and development environments.

Note: This is a fully remote position. Candidates must be able to commit to work hours that have a significant overlap with EST time zone. Some global travel may be required in this role.

Position Overview:

We are looking for an experienced, highly motivated, and strategic Communications Manager to join our team. This role requires a talented individual who possesses not only exceptional communication and design skills but also a proven track record in campaign management. Part of the role is translating the complex research TST conducts into compelling and understandable communications for a more general audience.

- If you get excited about communicating the mission of an organization that wants to change the world...
- If you have meticulous attention to detail and execution...
- If you want to help shift how the global development and humanitarian sector works as your day job...

Then please read on!

Responsibilities:

Specific duties and responsibilities include, but are not limited to, the following:

Communication Strategy and Execution:

- Develop and implement comprehensive communication strategies to elevate the organization's profile, initiatives, projects and events.
- Create compelling written content for various platforms and maintain a regular posting cadence for:
 - TST website
 - Social media
 - Quarterly newsletters
 - Periodic email blasts
 - Press releases
 - Promotional materials
- Monitor and manage our online presence to maintain consistent brand and messaging. Segment our audience to provide effective engagement.
- Monitor and analyze the effectiveness of communication and fundraising efforts using relevant metrics and data. Make recommendations on communications goals and strategies.
- Collaborate with different departments to gather information and align communication efforts with organizational goals.
- Liaise with the WAC Communications Manager to coordinate efforts, align strategy and provide coaching and mentoring.

Graphic Design, Multimedia and Collateral Materials:

- Produce visually appealing and impactful graphics, infographics, decks, reports, videos and other multimedia content.
- Translate TST research findings into compelling, impactful and understandable materials, including presentation decks and printed materials.
- Ensure that all visual materials adhere to the organization's brand guidelines and effectively convey the intended message.
- Act as project manager to produce a variety of materials including annual reports, research studies, donor reports, collateral materials, presentation decks and other documents including:
 - Coordinating the collection of information from appropriate teams/individuals.
 - Providing overall graphic design and layout.
 - Overseeing drafting, reviewing, approvals and printing/publication process.
- Advise on what materials TST needs for overall branding and specific strategies.

Campaign Management:

- With the Leadership Team, plan and execute 2-3 advocacy campaigns each year building off research produced. Campaigns may include 5-15 communications products i.e. info graphics, media toolkit, blogs, advocacy videos.
- With the Director of Partnerships and Fundraising, plan and implement the end of year appeal, and provide periodic updates to individual donors throughout the year.

What You Need to Succeed In This Role:

- Demonstrated expertise in graphic design, multimedia content creation, and proficiency in design

platforms/software (e.g., Canva; Adobe Creative Suite). Strong background developing visually compelling PowerPoint decks.

- Solid understanding of campaign principles and experience in executing successful advocacy campaigns.
- Excellent written and verbal communication skills, with a keen eye for detail in copy editing and proficiency in crafting persuasive and engaging content.
- Experience with social media management, email marketing, and website content management systems (i.e. Mailchimp, Squarespace).
- Strong interpersonal skills and ability to build and maintain relationships with partners, donors and stakeholders.
- Ability to work effectively in a team-oriented environment and independently manage multiple projects and deadlines.
- Passionate about community driven solutions, women's empowerment, social justice, localization.
- Comfortable working in a multi-cultural environment across multiple time zones.

What We Will Do For You:

The Share Trust knows that our team is critical to achieving our ambitious goals and seeks to provide a comprehensive employment package in recognition of that fact. Key benefits to working with us include:

- Competitive salary.
- A generous benefits package. If you are based in the US, this includes 4-weeks of paid leave, 5 sick days, and 11 holidays that can be used when you choose, as well as an optional retirement plan. Health insurance with partial employee contribution, as well as optional plans for dental and vision, HSA account, etc.
- A staff retreat held in a different location each year to connect with global colleagues.
- Being part of a dynamic and fast-moving team that is working to fundamentally shift the global system so that Global South/Global Majority leaders gain more power and funding to help communities become more resilient and in control of their own development.

Education and Experience:

- Minimum of 7 years communications experience with progressively increasing responsibility. Preference for someone with experience in the global development sector.
- Bachelor's degree or equivalent work experience.

Application:

To apply, please send your cover letter and resume to jobs@thesharetrust.org with "Communications Manager" in the subject line. Applications will be accepted on a rolling basis until the position is filled. Only qualified candidates will be contacted.