Women’s economic equality is one of the biggest opportunities of our time. Empowering women is key to driving social change. Working at the Foundation is a chance to be part of that change.

At the Cherie Blair Foundation for Women we help release the potential of women entrepreneurs, so they can redefine the future. Founded in 2008, the Foundation has supported over 200,000 women entrepreneurs in low and middle-income countries to transform their businesses and lives. In partnership with local organisations in over 100 countries, we deliver training, facilitate mentoring and share knowledge to help women start, sustain and grow their businesses. With our support, women reclaim the rights and freedoms they are too often denied. As a result, businesses flourish. Communities prosper. Attitudes shift. Economies grow. And women move the world in a whole new direction.

Our mission is to empower women to start, grow and sustain successful businesses, so they can redefine the future for themselves and their societies.

Ways to get in touch

Cherie Blair Foundation for Women, PO Box 60519, London, W2 7JU
+44 (0)20 7724 3109
recruitment@cherieblairfoundation.org
www.cherieblairfoundation.org

Registered Charity No. 1125751
Senior Communications Officer

**Responsible to:** Senior Communications Manager  
**Location:** Central London (W1) and remote  
**Salary:** £26,370 PA  
**Term:** Permanent  
**Hours:** Full time (35 hours per week)

**Team purpose:**  
The Communications team works across the Foundation and with external stakeholders to support the delivery of our mission to empower women to start, grow and sustain successful businesses, so they can redefine the future for themselves and their societies. We raise the profile of the Foundation, increase awareness of issues related to women’s entrepreneurship, promote and increase the impact of our programmes and advocacy work, and support income generation and influencing. Our audiences include the private sector and governments, influential and high net worth individuals, civil society and fellow women’s economic empowerment actors, the media, and women entrepreneurs in low and middle income countries themselves.

**Job purpose:**  
To support the delivery of the Foundation’s communications plan, in line with the communications strategy, and to co-ordinate and deliver a wide range of elements of the Foundation’s day-to-day comms activity and administration. This in turn strengthens the Foundation’s work to better support and advocate for women entrepreneurs in low and middle income countries so that they can overcome barriers and start, grow and sustain successful businesses.

**Key responsibilities**

**Content and creative**
- Create compelling fundraising, storytelling and programmatic content for a range of audiences and channels, in order to meet goals working with teams across the Foundation. This includes social media graphics and copy, flyers, e-newsletters, blogs, webpages, articles, invitations, marketing emails, reports and guides, video content, interviews and case studies.  
- Oversee the production and publishing of the Foundation’s web content, maintaining a calendar and working with the wider team to produce and update content, in line with key internal dates and external opportunities.  
- Lead website content management, SEO and analytics and lead a data-led approach to developing the digital content strategy.  
- Grow our digital audiences and engagement through regular, timely and impactful messaging, content sharing and engagement, co-ordinated across all digital platforms (website, e-newsletters, LinkedIn, Facebook, Twitter, Instagram).
- Support ‘quality control’ and branding compliance, proofreading and copy-editing for high literacy and accuracy, and in line with the Foundation’s branding guidelines, tone of voice and messaging.

**Media and events**
- Lead on press and media liaison, serving as first point of contact for approaches to participate in events and media opportunities.
- Support senior colleagues including the CEO and Board members through drafting briefings and talking points and co-ordinating events and media opportunities.
- Support profile raising, advocacy and thought leadership by cultivating press relationships, maintaining an active media contact database and proactively identifying opportunities, creating and pitching press releases and articles.
- Represent or support the Foundation at events, where required.

**Planning, support and administration**
- Play an active role in Comms team planning, contributing ideas in line with our organisational objectives and Comms strategy.
- Support the Senior Communications Manager and other teams in the development and management of the communications calendar to ensure a strong pipeline of content and other materials month to month.
- Embed Monitoring, Evaluation and Learning (MEL) best practice into team ways of working and be responsible for communications and media tracking and reporting.
- Serve as the team administrator, keeping the Foundation’s Dropbox well-maintained and organised, filing comms assets like partner logos and brand guidelines, and responding to requests for our own.

**Other responsibilities**
- Keep up to date on major developments and trends in sectors relevant to the Foundation and identify how these could be applicable to our communications.
- Build a positive, entrepreneurial and collaborative culture for the External Affairs team and contribute to creating this culture across the organisation.
- Work to protect and enhance the reputation of the Foundation, seeking opportunities to expand and promote awareness of the Foundation’s work.
- Ensuring all people are treated with respect, compassion, justice and trust in the course of their work, thereby promoting the Foundation’s core values.
- Be familiar with and adhere to the Foundation’s policies and procedures.
- Deputise for the Senior Communications Manager if required.
- Other responsibilities may be added in line with experience and requirements.

**Person specification**

**Essential criteria:**
- Excellent literacy and proofreading skills, with proficiency in English language.
Demonstrable capability in writing for a wide variety of audiences and purposes, to suit different channels and materials
Knowledge of common types of communications materials and experience in creating them effectively in order to influence specific outcomes from clearly-defined audiences
Knowledge of website CMS, particularly Wordpress, and experience in maintaining a website
Ability to self-start and manage your own time efficiently in the face of competing priorities and deadlines
Confident interpersonal skills with strong ability to form constructive working relationships
High level of organisation and self-administration without needing reminding
Experience in using a communications calendar and/or other planning tools
Strong working knowledge of co-ordinated and professional use of social media platforms, including Facebook, Twitter, Instagram and LinkedIn
A commitment to women’s rights and feminism
Administration experience including note / minute taking; travel planning; system and process development; scheduling; computer filing; emailing etc.
Creative thinking, with a flair for writing and an eye for good design
High attention to detail – able to spot little things like typos, bad formatting
Fluency in MS Word, Excel and Outlook

Desirable criteria:
- An understanding of how individual communications contribute to achieving broader overall objectives
- Awareness of GDPR and safeguarding requirements as applicable to the creation, retention and use of communications materials
- Experience in using digital tools for communications and analytics, e.g.:
  - Wordpress
  - Mailchimp
  - Trello
  - Google Analytics
  - Canva
  - Video editing software
- Understanding of how the media works, how things become news, and how to gain media coverage
- An interest in or knowledge of various women’s rights frameworks
- A track record of working on fundraising and/or donor cultivation materials
- Understanding of website user experience and digital user journeys
- Experience of event administration, logistics and management
- Experience in working for a charity

Application

Candidates who wish to apply are requested to submit the following documents:
- Covering letter addressing relevant experience for the role (one A4 page max)
Current CV (two A4 pages max)
Example of a written piece of content that you have created, e.g. a blog, article or speech. This can be a web link or a file attachment
Example of a digital asset that you have designed, e.g. a poster, flyer or social media graphic. This can be a web link or a file attachment

Please send your application to recruitment@cherieblairfoundation.org by 15:00 GMT on Monday 14 March 2022.

We value diversity and welcome applications from people from all sections of the community, regardless of age, race, gender, colour, sexual orientation, disability, religion or belief. All applicants should already have the right to work in the UK.

Job applicant privacy notice

Data controller:
The Cherie Blair Foundation for Women, PO Box 60519, London W2 7JU

As part of any recruitment process, the Cherie Blair Foundation for Women (the Foundation) collects and processes personal data relating to job applicants. The Foundation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Foundation collect?
The Foundation collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the Foundation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Foundation collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

The Foundation will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Foundation will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.
Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

**Why does the Foundation process personal data?**

The Foundation needs to process data to assess your application during the recruitment process and prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Foundation needs to process data to ensure that it is complying with its legal obligations. For example, it is a legal requirement to check a successful applicant's eligibility to work in the UK before employment starts.

The Foundation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Foundation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job.

The Foundation may also need to process data from job applicants to respond to and defend against legal claims.

Where the Foundation relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Foundation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Foundation processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

For some roles, the Foundation is obliged to seek information about criminal convictions and offences. Where the Foundation seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The Foundation will not use your data for any purpose other than for recruitment of the job for which you have applied.

**How does the Foundation protect data?**

The Foundation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

**Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process and IT staff if access to the data is necessary for the performance of their roles.
The Foundation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Foundation will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, if a requirement of the role, with the Disclosure and Barring Service to obtain necessary criminal records checks. The Foundation will not transfer your data outside the European Economic Area.

**For how long does the Foundation keep data?**

If your application for employment is unsuccessful, the Foundation will hold your data on file for six months after the end of the relevant recruitment process. At the end of that period electronic data is deleted and paper copies destroyed by secure shredding.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

**Your rights**

As a data subject, you have a number of rights. You can:
- access and obtain a copy of your data on request;
- require the Foundation to change incorrect or incomplete data;
- require the Foundation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing or you withdraw your application for employment;
- object to the processing of your data where the Foundation is relying on its legitimate interests as the legal ground for processing; and
- ask the Foundation to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Foundation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact enquiries@cherieblairfoundation.org stating 'SUBJECT ACCESS REQUEST' or telephone the PA to the CEO on 0207 724 3109.

If you believe that the Foundation has not complied with your data protection rights, you can complain to the Information Commissioner.

**What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Foundation during the recruitment process. However, if you do not provide the information, the Foundation may not be able to process your application properly or at all.

**Automated decision-making**

Recruitment processes are not based on automated decision-making.