



## Associated Country Women of the World

The Foundry, 17 Oval Way, London SE11 5RR  
www.acww.org.uk | office@acww.org.uk | Registered CIO No.1174798

ACWW is an NGO in Special Consultative Status with ECOSOC  
and an NGO in Associate Partnership with UNESCO  
World President 2023-2026: Magdie de Kock

### **ACWW COMMUNICATIONS OFFICER APPLICATION PACK**

<b>Title</b>	Communications Officer
<b>Reporting to</b>	Advocacy Director
<b>Salary</b>	£30,000 per annum pro rata
<b>Pension</b>	5% employer contribution
<b>Contract</b>	1-year fixed term renewable subject to performance and funding
<b>Hours</b>	Part time (28 hours per week). Normal working hours are 9am – 5pm Monday to Friday
<b>Annual Leave</b>	22.5 days (inclusive of standard UK bank and public holidays). Additionally, our offices will be closed between Christmas and New Year
<b>Location</b>	Hybrid with at least 2 days per week to be worked from ACWW's Central Office near the Oval, in London
<b>Probation period</b>	3 months

### **About Us**

ACWW is an international non-governmental organisation which works to amplify the voices of rural women globally. Founded in 1929 and registered with the Charity Commission for England and Wales as a Charitable Incorporated Organisation, we are governed by an international Board of Trustees. Our small Central Office team work with member organisations and individuals in the UK and around the world to ensure that rural women are represented, recognised for their critical importance in society and have a platform to influence policymakers. We combine advocacy and small-scale, women-led development projects designed by the local women who will implement them. We are part way through the administrative cycle of 2023 – 2026 (ACWW works in 3-year triennia rather than an annual cycle which incorporates a Triennial World Conference in the final year of a cycle). Our membership comprises of individuals, institutes and societies in over 40 countries. With Associate status at UNESCO and Consultative Status with the UN and its agencies (ECOSOC and FAO), our advocacy and engagement have impact on international policy amplifying the voices of even more individuals and communities further afield. We are excited to be recruiting a Communications Officer to join our team.

### **Job Purpose**

To build the strength of ACWW's media channels and website, ensuring these are well-coordinated with current social media and help highlight the advocacy and projects work done by the



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organisation. This will involve building relevant and engaging content and working with other members of our team to build and deliver a successful digital strategy and contribute to our bi-annual printed magazine to reach current and new audiences as we seek to expand our engagement and attract new members.

ACWW is seeking a highly motivated and enthusiastic Communications Officer to help us further develop our presence online, and to better reach audiences around the world. Among your first priorities will be to work with the Development Manager on a special appeals campaign with the dual aim of raising awareness and funds amongst groups of our membership and the wider community. The successful candidate will report to the Advocacy Director and work closely with all members of the staff team and Trustees.

### **The main duties of the role will be:**

To create, edit, and curate engaging and informative content for ACWW's website, email campaigns, and other digital platforms.

To develop multimedia content, including short videos and graphics, to support digital campaigns.

To design and contribute to the production of printed materials.

Storytelling, and writing engaging copy for social and digital channels including our newsletters and bi-annual magazine.

To manage and expand ACWW's social media channels, currently limited to Facebook, but needing further development, working alongside colleagues to promote activity and campaigns.

To develop and manage monthly and annual social media campaigns and schedules,

To coordinate ACWW's digital outreach to ensure it tells coherent, compelling stories, mobilises supporters, and leads to an increase in donations.

To analyse and report on engagement and digital KPIs to help us learn and improve over time.

To increase ACWW's visibility among new audiences.

To identify and advise on best practices and trends that can improve our reach and engagement with new and existing audiences.

To work with senior staff and Board on public relations on behalf of ACWW to ensure consistent, accurate communication takes place.

To support, and potentially participate in, Monitoring, Evaluation, and Learning trips as part of ACWW's commitment to project monitoring and reporting. This could include story-gathering, copy writing, and photography/videography

To undertake other duties as necessary and reasonably requested.



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### Person Specification

We welcome applications from individuals who have:

<b>Essential</b>
Excellent written and oral English-language communication skills, including copywriting and editing for socials.
Strong graphic design skills and experience with graphic design software (ideally including Adobe Creative Suite).
Understanding of ethical communications practices.
Successful experience using content management systems, email marketing platforms, customer relationship management software, and social media management tools
In-depth understanding of how digital communications can be a tool for influence and to achieve change.
Practical experience of using and managing social media channels
Highly self-motivated with ability to work well as part of a team, and on your own initiative, especially to deadline.
Excellent interpersonal and communication skills, with the ability to build and maintain positive relationships
Excellent organisational skills with the ability to work under pressure and to strict deadlines
Committed to human rights, international justice, and promoting gender equality.
<b>Desirable</b>
Interest and experience working for a nonprofit organisation
Experience of working in a membership organisation
Experience producing printed media
Experience of and comfortable with the 'all hands to the deck' approach that's essential in a small organisation

### Our Commitment:

An inclusive workspace:

We are committed to being an organisation where everyone is included, respected, and empowered to be their best.

### Equal Opportunities:

We are an equal opportunity, disability-confident employer and are dedicated to achieving the highest standards of diversity, equity and inclusion. We welcome applications from people of all backgrounds, beliefs, customs, traditions and ways of life. This includes, but is not limited to, race, gender, disability, age, sexual orientation, religion, national or social origin, and economic or social situation.



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### Safeguarding:

Safeguarding the people and communities we work with, our staff, volunteers and anyone working on our behalf is our top priority, and we take our responsibilities extremely seriously. We have a zero-tolerance approach to abuse of power, privilege or trust across our global work, and any form of inappropriate behaviour, discrimination, abuse, bullying, harassment, or exploitation.

### How to Apply

If you would like to have an informal chat about the post, you are welcome to contact our Advocacy Director at [nick@acww.org.uk](mailto:nick@acww.org.uk) to arrange a mutually convenient time for a call.

Once you have decided you would like to apply, please submit a copy of your CV and a cover letter (of no more than two pages A4), describing why you are applying and how your experience and skills are suited to fulfilling this role to [hr@acww.org.uk](mailto:hr@acww.org.uk).

The closing date to send your application is 5pm **21 April 2025** but please try not to leave it until the last moment, as we will be carrying out assessments on a rolling basis. First stage interviews will be via Zoom in the week commencing 28 April. Subsequent in person second interviews will be held at ACWW Central Office, The Foundry, 17 Oval Way, London SE11 5RR, in the week commencing 1 May. Please note, interviews shall not be held on Bank Holidays.