

Communications Manager (Full Time: Berlin: 37 hours)

Do you have a way with words and a creative eye for detail? Do you believe in the power of sport to change the world and empower children? Skateistan is seeking an enthusiastic and experienced individual to join their international headquarters in Berlin as the Communications Manager.

Skateistan is looking for someone who can hit the ground running - handling all communications systems currently in place whilst working with the wider team to creatively bring Skateistan's stories, campaigns and impact to the masses. The successful candidate will ensure clear and concise communication of Skateistan's global activities, through management of all owned and shared platforms, handling of external media requests, plus organization of annual fundraising campaigns - from creative to concept. The Communications Manager will also be responsible for managing the Communications Officer and in-house Designer as well as working closely with the Development department and IT officer. The position reports into the Executive Director. This is a fun and diverse role, which would suit someone with their foot in multiple doors with experience in the action sports industry and/or non-profit world.

This is a full-time position of 37 hours per week based at Skateistan's headquarters in Berlin, Germany - with a competitive salary, annual travel to project sites and generous holiday allowance.

Position Core Responsibilities:**Strategy:**

- Responsible for creating and overseeing a global communications strategy which aims to increase awareness, maintain credibility and raise funds for Skateistan
- Ensuring Skateistan programs, activities, impact, success stories are successfully and regularly communicated, reflecting the organizations mission and vision
- Assessing communications needs for all departments and prioritizing communications-related tasks
- Overseeing communications related budgets and tracking spending together with Finance Manager
- Managing mitigation and response strategy to communications crises should they occur
- Creating annual communications calendar and project charters
- Managing external agencies which support Skateistan communications project needs (e.g. social agency, creative agency) and proactively creating opportunities with new agencies

Systems:

- Creating policies and systems related to communications and ensuring these are kept up-to-date on Google Drive
- Coordinating with Directors to assess global documents required by departments and working with Designer to create (ie. letterheads, presentation templates)

SKATEISTAN INTERNATIONAL

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info@skateistan.org
www.skateistan.org

BANK

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Potsdamer Straße 125
10783 Berlin
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Account Name: Skateistan gGmbH
IBAN: DE14 1004 0000 0138 0682 00
BIC/SWIFT Code: COBADEFFXXX

- Managing Skateistan's owned platforms - website and blog, as well as compiling monthly newsletters
- Curating content for the blog and newsletter based off content provided worldwide and archival content
- Managing Skateistan's shared platforms - social media - handled directly by the Communications Officer
- Training relevant national staff in content capturing and delivery
- Working with national staff to properly keep track of photography equipment - ensuring each project site has a system for storing/caring for equipment
- Researching to find new fundraising techniques, social media platforms and press outlets for Skateistan to remain at the forefront of communications
- Maintaining consistent internal communications policies

Content:

- Ensuring on-going collection of content from Skateistan's project sites around the world
- Segmenting and selecting content for multi-use across organization needs - reports, social media, press kit
- Regular archiving of all photo and video content
- Protecting Skateistan branding - authorising all materials and presentations for external use to ensure consistency of message, branding and tone
- Compiling Annual Report and high level external promotional documents

Media/PR and Celebrities:

- Maintaining and growing Skateistan's media contacts
- Pushing key annual stories to the press
- Being a media spokesperson for the organization
- Managing proactive media enquiries and assessing value of opportunities to make best use of time and resources to create maximum impact
- Archiving external press/blog coverage into coverage books with the assistance of the Communications Officer
- Working with Development Manager to liaise with VIP/celebrity Citizens of Skateistan - to promote and raise awareness for Skateistan
- Maintaining relationships with VIP's connected to Skateistan as well as create new opportunities

Fundraising/Campaigns:

- Creating concepts for bi-annual fundraising campaigns - and forming strategies to manage concept to completion to hit KPI's
- Seeking out fundraising opportunities linked to special projects, new contacts or progressive platforms (e.g. Skateistan documentary, Facebook Live)
- Leading any donor relationships which relate to PR opportunities (e.g. photo shows)
- Assisting with donor relationships with corporates that require communications assistance/support with the Development Manager (e.g. The Skateroom)
- Working together with Office Assistant, Designer and Development Manager to assist with shop products sold to support Skateistan - as well as assisting with any communications needs for product collaboration release

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Essential Skills and Qualifications:

- 6-8 years relevant work experience in communications or marketing role
- Experience delivering campaigns from concept to completion

Desired Skills:

- Proven ability to translate complex or technical concepts into compelling and inspirational messages for different audiences using varied content (photo, video, words)
- An impressive collection of contacts in the media world
- Experience of press release creation and pitching to media
- Prior experience managing a team of 2 or more, including hire/fire responsibility, performance management and staff development. 2+ years experience
- Demonstrated strategic management skills, including setting and overseeing the implementation of strategic goals through long term planning
- Demonstrated ability to manage multiple priorities, deadlines, tasks efficiently
- Demonstrated leadership skills, with the ability to develop and communicate a shared vision. Guide and motivate team members to achieve short and long-term goals and department objectives
- Superior communications skills, with strong public speaking ability to represent the mission and work of the organization to external audiences
- Excellent interpersonal skills; ability to establish and maintain effective working relations with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity
- Keen eye for content selections
- Photography and videography skills with experience working with Adobe Creative Cloud (photoshop and premiere pro)
- Native English language proficiency - both written and spoken
- Excellent interpersonal skills; ability to establish and maintain effective working relations with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity
- Proficiency in other languages desirable, especially German or language from one of the Skateistan sites (Afghanistan, Cambodia, South Africa)
- Excellent time management skills and resourcefulness with strong attention to detail
- Knowledge of public relations and marketing - and ability to use common social media outlets
- Knowledgeable and passionate about skateboarding, youth culture, and international development
- Organized and self-motivated
- Experience of working with MS office, Adobe CS, Google Suite

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If you are interested in applying for this position, please send your CV, a short cover letter and an example of a campaign/creative idea you have brought to life to jobs@skateistan.org with the subject Communications Manager.

The deadline to apply for this position is February 12th 2018. Only shortlisted candidates will be contacted for a first round of interviews at the end of February 2018.

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