

Communications Lead at The Gaia Foundation



Role: Communications Lead

Duration: Permanent following completion of successful six month probation period

Salary: £35,000- £38,000, depending on experience

Hours: 28 hours, 4 days per week Mon – Thurs, 9.30 – 5.30 with flexibility.

Location: Home-based, online role

Start: As soon as possible

Annual Leave: 25 days (pro rata) paid annual holiday plus recognised statutory public holidays.

Reports to: Deputy Director

Working with: Digital Communications Officer and Deputy Director in particular, but with regular collaboration across the whole Gaia and Seed Sovereignty teams.

How to Apply:

Please send your CV, a covering letter and the completed application form below to Hannibal Rhoades at hal@gaianet.org **by 5pm on Friday 8th April.**

About The Gaia Foundation:

The Gaia Foundation (Gaia) has 35 years' experience accompanying partners, indigenous communities and Earth defenders in Africa, South America, Asia and Europe. Together we work to revive bio-cultural diversity, regenerate healthy ecosystems and strengthen community self-governance for climate change resilience.

Through a holistic and long-term approach working with local and indigenous communities, civil society groups and social movements, we focus on four key areas:

- **Seed, food & Climate Change Resilience** - Building seed, food and climate change resilience, enabling small farmers and growers to enhance their knowledge and seed diversity.
- **Sacred Lands & Wilderness** - Protecting sacred lands through legislation and policy change, and the assertion of custodial rights, helping communities to gain legal recognition that is rooted in their traditions.
- **Earth Jurisprudence** - Promoting Gaian governance through the Rights of Nature - recognising nature as the primary source of law and ethics, and challenging the current capitalist system.
- **Beyond Extractivism** - Moving beyond extractivism, backing those at the front line of mining struggles to defend their ecological and cultural heritage and to build alternative pathways whilst affirming their right to say 'no'.

Find out more at www.gaiafoundation.org and our programme and partner campaign sites: www.seedsovereignty.info | www.yestolifenotomining.org | www.wefeedtheworld.org

Job Description

The Role – Communications Lead

This is an exciting opportunity to lead the communications work at The Gaia Foundation, a small, international ngo with over 35 years' experience in the environmental sector.

The role will suit a strategic thinker and skilled communicator with a Gaia-style passion for the Earth and for telling grassroots stories with verve and a poetic vibe. You should be comfortable managing a small team, as well as developing and providing overall direction for Gaia's external communications at a strategic senior level. You must be a natural communicator, able and eager to work both collaboratively and creatively.

As a key leading role within a small team, the ideal candidate will be friendly, fun and unflappable! This is an exciting and fulfilling role within a dynamic, passionate team committed to reviving, protecting and restoring the diversity of our beautiful planet.

Main responsibilities:

You will lead on and spend most of your time focused on the following:

- Communications strategy - you will help collaboratively develop, deliver, assess and re-develop Gaia's communications strategy as an ongoing process to ensure Gaia meets its broader strategic goals and communicates effectively to both supporters and grantmakers.
- Content development - you will help conceptualise, develop/delegate and deliver small (articles, newsletters) and large (films, animations) content for Gaia, in collaboration with the relevant Programme members and Gaia's Deputy Director and Digital Communications Officer
- Campaign delivery - you will work with programme leads to develop and deliver campaigns that amplify their work, achievements or a specific call to action
- Press engagement - you will take responsibility for Gaia's media engagement, maintaining an up-to-date media list, building relationships with journalists and placing stories about Gaia and our partners' work in online and print media.

Additional responsibilities:

You will manage and support Gaia's Digital Communications Assistant with the following:

- Web management - you will help manage and continuously review and develop Gaia's main website and related micro-sites to ensure the user journey is effective and meeting Gaia's goals.
- Social media management - you will work with Gaia's Digital Communications Officer to ensure Gaia's use of social media is strategic and line with our goals and principles, as well as to grow engagement and following.
- Strategic alliances - you will nurture and actively expand Gaia's network of partners and collaborators in the communications sphere, identifying creative spaces, places,

thinkers, movers and shakers with whom our work naturally aligns and our collective efforts can be amplified.

Person Specification

Essential:

- Outstanding written and verbal communications skills
- An independent thinker
- 3-5 years' experience in an equivalent role
- Experience developing strategy and thinking creatively
- Experience engaging the media
- Experience delivering campaigns
- Outstanding teamwork skills
- Deep personal commitment to Gaia's work and style of communicating i.e poetic, non-industrial, Earth-centred, heartfelt and creative.
- Deep personal and political alignment with Gaia's core communications principle: raising Earth-centred grassroots voices
- Excellent digital skills across a range of platforms: Microsoft suite, Wordpress, Twitter, Facebook, Instagram

Desirable:

- Bi-lingual English and Spanish and/or English and French
- Experience producing/delivering documentary films and related campaigns
- Experience working with grassroots communities overseas
- Experience liaising with grantmakers, trusts and foundations
- Experience in events planning and delivery
- Experience developing and launching a merchandise campaign
- Experience in Legacy giving or specific donor led campaigning

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- Your CV
- A covering letter
- Completed application form (see separate doc)
- Two examples of your written work (this could be published articles, a campaign strategy, web or brochure copy, creative writing etc)
- Your favourite poem