

#Every *daughter* Matters

Strategic Communications Manager

Position Description

Every Daughter Matters (EDM) is an Australian-based nonprofit working to stop human trafficking before it happens in Nepal. Through local partners, EDM operate border surveillance booths and emergency shelters across Nepal, strategically intercepting young women at risk of being trafficked and offering them immediate safe housing, trauma informed counselling and vocational training or scholarships for a brighter future.

Employment Type

Part-Time – 3 days per week (0.6 FTE)

Location

Remote – Australia-based
Flexible working arrangements supported.

Travel

Opportunity for national and international travel to Nepal, subject to organisational requirements.

Position Purpose

The Strategic Communications Manager provides strategic leadership and oversight of Every Daughter Matters' communications, public engagement, storytelling, brand, campaigns and external messaging.

This role is responsible for developing and implementing an integrated communications strategy that strengthens organisational visibility, supporter engagement, fundraising growth and stakeholder relationships within the human rights and anti-trafficking sector.

The position operates as a senior role within the organisation and provides strategic communications advice to the CEO, ensuring communications activities align with EDM's mission, values, safeguarding framework, ethical storytelling commitments and long-term strategic priorities.

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Reporting Relationships

Accountable To

Chief Executive Officer

Works Closely With

- Leadership Team
- Fundraising and campaign stakeholders
- International project partners
- External consultants and contractors

Direct Reports

Content and Engagement Coordinator

May oversee:

- Social media consultants
- PR/media consultants
- Digital marketing agencies
- Volunteers or interns

Key Responsibilities

1. Strategic Communications Leadership

- Develop and lead EDM's organisational communications strategy aligned with strategic and fundraising priorities.
 - Provide strategic communications advice to the CEO regarding brand positioning, public engagement, supporter communications and digital marketing.
 - Ensure communications activities support EDM's mission within the human rights and anti-trafficking sector.
 - Identify emerging communications opportunities, sector trends and reputational risks.
 - Develop systems and frameworks to improve communications consistency, efficiency and impact across EDM's supporter base.
 - Prepare Board-level communications updates, reports, and strategic recommendations as required.
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2. Content Strategy, Storytelling & Creative Direction

- Lead EDM's organisational storytelling strategy across digital and supporter platforms.
 - Oversee the collection, development, and publication of content including:
 - written stories
 - photography
 - video
 - campaign materials
 - donor communications
 - impact storytelling
 - Conduct interviews and gather stories from staff, partners, supporters, and project stakeholders.
 - Ensure all content reflects EDM's values, safeguarding standards and ethical storytelling commitments.
 - Maintain oversight of EDM's social media and digital communications presence at a strategic level and provide strategic recommendations based on analytics and engagement data.
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3. Campaign & Fundraising Communications Leadership

- Lead and execute creative and impactful fundraising and awareness campaigns across multiple digital channels.
 - Collaborate with leadership and fundraising teams to strengthen donor acquisition, retention and engagement.
 - Monitor and evaluate campaign effectiveness and provide strategic recommendations based on analytics and engagement data.
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4. Stakeholder & External Engagement

- Develop communications approaches for partners, supporters, churches, advocates, donors and sector stakeholders.
 - Draft or oversee organisational communications including:
 - impact reports
 - supporter communications
 - public statements
 - presentations
 - campaign messaging
 - advocacy communications
 - Board communications
 - Coordinate media engagement opportunities where appropriate.
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5. Brand, Messaging & Reputation Management

- Maintain and strengthen EDM's organisational voice, brand identity and communications standards.
 - Ensure all communications reflect ethical storytelling principles, trauma-informed practice, safeguarding obligations and culturally respectful engagement, in line with industry standards and best practice.
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6. Consultant & External Provider Management

- Engage, coordinate, and manage external communications consultants and creative providers as required.
 - Develop scopes of work, briefs, timelines, and deliverables for contractors and agencies.
 - Manage communications-related budgets and external supplier relationships where delegated.
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7. Leadership, Governance & Organisational Contribution

- Contribute as a leader within the organisation.
 - Support cross-organisational collaboration, reporting and strategic planning.
 - Uphold EDM's Christian ethos, safeguarding framework, code of conduct and organisational values.
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Key Selection Criteria

Essential

- Bachelor's or Master's degree in digital marketing, communications, media, brand, fundraising and user experience, or a related field.
- 3+ years experience developing and implementing organisational communications and/or fundraising strategies.
- Strong understanding of communications within the not-for-profit, advocacy, international development, or human rights sector.
- Experience leading campaigns, storytelling initiatives and supporter engagement strategies.
- Strong understanding of SEO, SEM, email marketing best practices, audience personalisation strategies and digital marketing and analytics platforms.
- High level organisational and project management capability.
- Demonstrated alignment with ethical storytelling and trauma-informed communications approaches.

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- Exceptional written and verbal communication skills.
 - Ability to work autonomously within a remote environment.
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Desirable

- Experience within anti-trafficking, child protection, international development or human rights organisations.
- Media relations experience.
- Cross-cultural communication experience.
- Understanding of safeguarding obligations in international NGO contexts.