



Communications Manager

JOB DESCRIPTION

Employed by:	Sub Sahara Advisory Panel
Responsible to:	Head of Hub Cymru Africa
Salary:	£37,280 - £39,152 per annum
Employment terms:	Fixed term contract – currently to 31st March 2027 subject to funding (with the possibility of extension subject to future funding)
Base:	Wales. Office, hybrid or remote working, with attendance at the SSAP Offices in central Cardiff expected as required
Hours:	Full time (37.5 hours per week). Flexible or part-time working may be considered
Annual leave:	28 days plus public holidays
Travel:	This role will require occasional travel throughout Wales, including overnight stays
Pension:	The post-holder will be auto-enrolled into SSAP's pension scheme NEST. SSAP operates a pension scheme to which both the employee and the employer will make contributions. You will pay in 5% of your earnings each pay period. We will also pay in 5% of your earnings each pay period. Therefore, the total contribution to your pension pot will be 10%

Hub Cymru Africa

Hub Cymru Africa represents the global solidarity sector in Wales, and supports the sector's campaigns work and partnership projects between Wales and Africa to advance the UN Sustainable Development Goals.

Our vision is a globally responsible Wales, that acts in solidarity with the people of Africa.

Our mission is to be a catalyst for change, contributing to global development outcomes by supporting the Wales and Africa community.

The Hub Cymru Africa (HCA) partnership was established in 2015 as a collaboration between NGO partners. It receives funding from the Welsh Government to deliver key elements of the [Wales and Africa](#) programme. The partnership currently includes [Cymru Global](#), [Fair Trade Wales](#), [SSAP](#) (lead partner) and [Global Health Partnerships Cymru](#). All partner members are legal entities in their own right.

Sub Sahara Advisory Panel (SSAP)

Sub Sahara Advisory Panel was formed in 2009 when a number of African diaspora groups in Wales met to consider how they might collectively advance their common interest in local issues affecting African communities in Wales as well as those in Africa. SSAP applies the lived experience, skills, capacity and knowledge found within Welsh-African diaspora communities. We want to bring our lived experiences

to the charity sector as well as advocating for the diaspora in international development. We do this by implementing development initiatives in Wales and across Sub-Saharan Africa.

See <https://www.ssap.org.uk/> for more information.

SSAP hosts Hub Cymru Africa.

Summary of the role

We are looking for a creative communications professional. The Communications Manager will lead and deliver fully bilingual communications for Hub Cymru Africa, engaging effectively with the public, the media and in policy matters, adapting communications to the different sectors and audiences in line with the HCA strategy and funder requirements.

The Communications Manager will ensure that the HCA Partnership has a shared communications strategy which is understood and followed by all staff, and which provides a joined-up approach across different media. They will maximise broadcast and social media presence, representing the partnership to the media and at events as required, and play a key role in promoting Wales' role in global solidarity and international development. They will also be responsible for delivering the day-to-day communications including social media, podcasting, video editing, website management, case studies and reports, working with volunteers as appropriate.

The Communications Manager will provide strategic coordination of events organised by the Partnership, ensuring that they provide good cross-sector networking opportunities as well as realising their public profile potential. They will also provide advice and guidance to organisations working within the sector on improving their communications skills within a broader set of development support activities offered by Hub Cymru Africa.

Specific responsibilities for this role will include:

1. Strategic Overview of Communications
 - a) Developing and leading bilingual communications plans.
 - b) Supporting the staff team to deliver these plans and providing communications training to team members where required.
2. Media and External Communications
 - a) Maximising the print and broadcast media presence for all HCA activities
 - b) Identifying 'good news' stories from across the sector and increasing publicity for individuals and groups engaged in global solidarity projects
 - c) Providing media advice and development support to organisations within the sector
 - d) Representing Hub Cymru Africa in the media when required, including on Welsh language media
 - e) Lead on translation procurement with HCA's external translator, managing the relationship constructively.
3. Sector Coordination on Communications
 - a) Playing an active role to support sector wide communication coordination, including ensuring the Welsh global solidarity sector is connected to regional, UK-wide and Europe-wide networks
 - b) Supporting communications for informal sector wide networks in Wales.
4. Internal Communications
 - a) Managing the communications infrastructure across the HCA partnership: ensuring consistent branding and messaging on key global solidarity themes, in line with the overall partnership strategy



- b) Developing key messages and talking points on relevant policy issues together with the Head of Hub Cymru Africa
 - c) Maximising links between different partners' communications, while ensuring appropriate segmentation of audiences and clarity of message.
5. Events Communications
- a) Leading communications during major events, including the Global Solidarity Ffair, Global Health Partnerships Cymru Conference, and other themed events organised by HCA
 - b) Maximising the opportunities for cross-sector networking between the programme partners, global health partnerships, African diaspora groups, Fair Trade groups and others in the global solidarity sector
 - c) Leading on marketing for high-profile events
 - d) Maximising the use of volunteers where possible to deliver on aspects of event communications plans.
6. Website Strategy and other media
- a) Leading and developing the HCA website, writing and inputting up-to-date information
 - b) Ensuring clarity of messaging about Welsh Government's Wales and Africa Grant Scheme, among other funding sources
 - c) Commissioning key website features and content where necessary, and coordinating news updates
 - d) Expanding the active HCA social media presence, ensuring regular posts, with particular emphasis on LinkedIn, Instagram, Facebook and YouTube
 - e) Creating high quality and attractive case studies, reports and infographics
 - f) Maximising the role of volunteers to contribute to website content development and social media, including updating information as appropriate
 - g) Take ownership of and secure interesting guests for the Wales, Africa and the World Podcast.
7. Cross-Cutting Responsibilities (shared with all HCA staff)
- a) Ensuring that all work is planned and delivered as part of the overarching HCA Strategy
 - b) Contributing in a fair and proportional way to shared Partnership activities, including major events, communications and outreach work
 - c) Ensuring a good level of linkage with the work of the other partners: Fair Trade Wales, Global Health Partnerships Cymru, SSAP and Cymru Global
 - d) Working with colleagues to ensure that marginalised groups can access support, training and grants
 - e) Reporting on progress to your line manager and, where requested by the manager, directly to the Partnership Board or Welsh Government
 - f) Recruiting, managing and/or supporting volunteers as required to deliver your work
 - g) Ensuring our safeguarding responsibilities are met and we ensure best practice in the wider Wales and Africa Sector
 - h) Ensuring that the programme is delivered bilingually and actively increases the involvement of Welsh speakers, in line with a Welsh Language Commission approved Welsh Language Offer
 - i) Contributing all relevant Monitoring, Evaluation and Learning data required within the project
 - j) Ensuring that funds are spent for the programme's approved purposes and that all transactions are supported with financial paperwork
 - k) Undertaking occasional other duties where delegated by the Head of Hub Cymru Africa.

Person specification

Essential

- Commitment to the values and aims of Hub Cymru Africa
- Previous experience of leading, managing, and delivering a full range of communications activities

- Ability to use media and communications skills to contribute significantly to strategic goals
- Excellent written and spoken communication skills in both Welsh and English, including the ability to work successfully with the Welsh language media.
- Experience of developing and implementing communication strategies within a broader strategic framework
- Experience of developing a variety of communication products
- Understanding of international development ideas and themes, with particular reference to Africa
- Ability to develop and adapt messaging on global solidarity and international development themes to public audiences and non-specialists
- Ability to plan work activities, reviewing and prioritising as necessary, to achieve high standards and meet deadlines
- Ability to provide effective and useful leadership, advice and guidance to others on their communications work
- Ability to work effectively as part of a team to promote and deliver successful events

Desirable

- Experience of working with third sector organisations
- Experience coordinating or working with volunteers
- Understanding of global solidarity and the international development sector and context in Wales
- Understanding of the inclusion agenda, including working with minoritised and racialised groups.

The Application process

To apply for this role, complete an application form and email it to humanresources@ssap.org.uk by **2359 hrs Saturday 3rd October 2026**.

Please note that we do not accept CVs alone. An application form will need to be completed.

Unfortunately, we are not able to offer sponsorship for this role. It is necessary for you to have the legal right to work in the UK when you begin employment with SSAP.

Additionally, as part of the employment offer, you will need to pass employment referencing checks.