



## **Terms of Reference**

### **Director of Communications**

The Global Alliance of NGOs for Road Safety (the Alliance) is looking for a ***Director of Communications***.

Deadline for submission: 6 October 2025 - midday CET

### **About Us**

The Global Alliance of NGOs for Road Safety (the Alliance) is a network of more than 400 NGOs across 100 countries, representing the leading voice of civil society in the global road safety movement. Our mission is to make the world's roads safe for all through our strong network, advocacy and accountability, capacity building.

We are a small and hardworking team who are proud of our work, and thrive in a work environment where we all bring forward ideas and perspectives. We believe that an Alliance that is professional, collaborative, welcoming, trustworthy, effective, and fair is best positioned to serve its members, live up to the Alliance mission, and contribute to the road safety targets set in the Sustainable Development Goals and the Global Plan for the Decade of Action for Road Safety 2021–2030.

### **Director of Communications: job description**

The Director of Communications plays a strategic leadership role at the Alliance, responsible for developing and implementing a communications strategy that advances the Alliance's mission, supports our organizational goals, and builds our branding.

The Director is the guardian of the Alliance's messaging, brand, and communications channels, and ensures that all communications are consistent, high-quality, and aligned with our values and objectives. The Director will lead a small communications team and work closely with the programs and partnerships teams to develop and deliver integrated advocacy and communications initiatives.

### **Summary of tasks to be performed:**

#### **Strategic Communication and Advocacy**

- Lead the development and implementation of the Alliance's communications strategy, aligning with the Alliance Strategic Plan 2023–2030;
- Ensure communications serve our organizational objectives, mobilize our members, and shape public and political discourse;

- Collaborate with programs and partnerships teams to co-design proposals and new initiatives that embed effective communications components from the outset;
- Develop advocacy-focused messaging that influences decision-makers, supports systemic change and mobilizes civil society;
- Design and execute impactful global campaigns that mobilize action and support NGO-led advocacy;
- Monitor and evaluate communications impact and adjust strategies accordingly.

#### Oversight & Team Management

- Lead, mentor, and manage a small communications team, ensuring high-quality work, clear roles, and effective coordination;
- Ensure timely execution of communications elements of programmatic activities in accordance with donor requirements;
- Foster collaboration with other teams to ensure communications are aligned with programmatic goals and advocacy priorities;
- Oversee the delivery of all communications outputs across channels (e.g. social media, newsletters, website, campaigns, events, publications) with quality control to ensure a high standard of professionalism across all materials, both internal and external;
- Maintain, improve as needed, and enforce Alliance brand guidelines to ensure consistency in messages and visual identity across all Alliance outputs;
- Develop and manage communications budget;
- Maintain, improve as needed, Alliance web platforms and work with developers as needed.

#### Alliance events & Media Relations

- Build and maintain relationships with media outlets and journalists;
- Coordinate media outreach and response, including drafting press releases, talking points, and op-eds;
- Map and manage all media/communication related events, including Global and Regional Meetings, ensure member engagement and media mobilization, and build relevant partnerships as well as ensure alignment of advocacy, branding and visibility.

#### **Work experience required:**

- Minimum of 5 years of professional experience in communications;
- Proven experience in strategic communications with a strong advocacy focus;
- Demonstrated experience in developing and executing advocacy campaigns and events;
- Experience working with or in NGOs and a deep understanding of civil society's role in advocacy;

#### **Education / qualification requirements:**

- Excellent attention to detail and project management skills, including managing concurrent deadlines and deliverables;

- Ability to adapt messaging and visual presentations for diverse global audiences;
- A collaborative mindset with a flexible, proactive approach to work—comfortable working at both strategic and operational levels;
- Minimum of a Bachelor's Degree in a related field is essential.

**Strongly preferred experience, skills and competencies:**

- Experience managing a team and overseeing communications workflows;
- Budget management experience;
- Understanding of road safety and related sustainable development issues;
- Experience working with or engaging media and journalists.

**Languages required:**

- Exceptional written and verbal communication skills in English, including the ability to craft persuasive, clear, and engaging written and visual contents;

**What do we offer:**

- A meaningful, high-impact role within a mission-driven organization;
- A flexible, virtual working environment (home-based), with working hours based on Central European Time (CET);
- Strong collegial and professional culture;
- A full-time, senior-level role with potential for extension, subject to funding.

If you meet the requirements and are interested in submitting your application, please email your one-page CV and a one-page motivation letter to [admin@roadsafetyngos.org](mailto:admin@roadsafetyngos.org). Questions may also be directed at the same email.

Deadline for applications: 6 October 2025

Recruitment will take place on a rolling basis

Expected start date: Early 2026 (pending funding)