

JOB DESCRIPTION

Job Title	Digital Communications Officer
Grade	SO1
Department	Fundraising & Communications
Reports to	Digital Communications Manager
Job Location	London office
Duration	Fixed-term contract, nine months
Working Hours	37.5 per week
Salary Band	£31,250 - £33,073 (Pay award pending)

JOB PURPOSE

Action Against Hunger is looking for an experienced Digital Communications Officer to support delivery of our digital communications activity.

The jobholder will support direct delivery of digital activity across email, our website and social media channels. The successful candidate will also support the Fundraising and Operations teams to upskill their digital knowledge by providing training and assistance where applicable.

Playing an important role in the development of Action Against Hunger's new website, this role will liaise with colleagues to create compelling content that inspires users to take action.

The postholder will be experienced and passionate about digital. They will use their expert knowledge to advise on digital best practice, enabling Action Against Hunger to inspire and influence its key audiences and drive more income. This will help us to provide even more children with healthier futures.



key duties and responsibilities

- Support the delivery of digital activity across the website, email and social media in line with the organisational communications strategy and calendar.
- Provide technical support to colleagues across the organisation to use digital platforms and tools. These include Drupal CMS, Google Analytics, tracked link builder Terminus and Mailchimp.
- With guidance from the Digital Communications Manager and Content and Campaigns Manager, create and approve content for the website, social media and email.
- Work as part of a team to prepare content for Action Against Hunger's new website, ensuring pages inspire our supporters to take action and all copy is optimised for SEO.
- Working with colleagues across the Fundraising and Communications department, manage Action Against Hunger's email schedule.
- Establish good relationships with colleagues to enable them to deliver digital activity to best practice standards. This includes feeding into planning and supporting them to review and optimise results.
- Support the Content and Campaigns Manager to deliver campaigns by sourcing content, developing assets and liaising with other teams across the Action Against Hunger network.
- Support with the digital activation of humanitarian emergency appeals.
- Collaborate with other teams to design and develop online supporter journeys that maximise engagement and value.
- Proactively explore new opportunities and trends for social media, email and website content.
- Feed into the Communications team reporting against KPIs.



DIMENSIONS

- This role involves working within recognised procedures and is required to organise their own workload.
- The work involves making decisions about when and how to carry out duties, and responding independently to unanticipated problems and situations.
- The post holder will have access to guidance and advice from the Digital Communications Manager and the Content and Campaigns Manager.
- Be willing to work outside of normal office hours as and when required, for example emergency appeals. This includes being on call over some holidays and weekends.
- Carry out other duties as required in keeping with the wider needs of the team and network, particularly in emergencies and around key organisational moments.

DECISIONS AND JUDGEMENT

- Create and publish content online, following SEO and CRO best practices.
- Together with colleagues in the Communications team, provide brand guardianship across Action Against Hunger's published content.
- Keep up-to-date and advise on digital trends and new innovative approaches.

PERSON SPECIFICATION

Qualifications / education required

Essential

- Educated to a degree level or equivalent experience gained in communications and marketing.

Desirable

- Foreign languages: French and/or Spanish.
- Relevant marketing or digital qualification.



Experience required

Essential

- Skilled in writing, editing, and proofreading.
- Strong task management and organisation skills, scrupulous attention to detail, ability to prioritise, and good time management.
- Confident at building relationships with stakeholders and the ability to liaise and work collaboratively with different departments.
- Demonstrable experience in managing different priorities.
- Excellent interpersonal and collaborative skills.
- Experience in the use of e-communications platforms such as Mailchimp, and social media platforms (such as Falcon).
- Experience in the use of content management systems to update websites (current website is on Drupal). Knowledge of HTML is a plus.
- Experience providing data insights and preparing reports to drive decisions.
- Experience in the evaluation of design for digital communications.
- Experience in the use of Adobe Creative Suite (InDesign, Photoshop, Illustrator and AcrobatPro).
- Experience translating information to a suitable style for colleagues' knowledge and grasp of digital.
- Experience in presenting complex and difficult messages in a clear way, selecting what information is important to pass on and tailoring the approach to persuade target audiences.

Desirable

- Experience of working in a global development/humanitarian charity.
- Experience of working on emergency appeals.
- Experience of basic video editing (using Adobe Premiere Pro or similar).

Competencies required

- Attention to detail and the ability to produce high-quality work under pressure.
- Ability to convey complex ideas in a compelling manner with creative and technical skill, using digital media platforms.



- Ability to handle multiple demands and shifting priorities smoothly and calmly.
- Able to explain technical information in an accessible manner, and negotiate sensitively with individuals and groups both internally and externally.
- Ability to manage time and demonstrate task management and organisational skills, including juggling multiple pieces of work and working to deadlines in a fast-paced office environment.
- Ability to show initiative and lateral thinking, pursuing goals that will deliver outcomes and drive oneself and others to achieve challenging results.
- Responds to setbacks with renewed and increased efforts.
- Stays current on issues, practices, and procedures in one's technical area.
- Adapts approach, goals, and methods to achieve solutions and results in dynamic situations.
- Excellent written, visual and verbal interpersonal and communication skills, and comfortable in giving presentations.
- Has the ability to understand the audience views and interests, chooses and employs diverse methods, tools, and resources to build enthusiasm among potential audiences and stakeholders.
- Displays a positive attitude towards their work, and towards supporters, co-workers, management, and employer's policies.
- Builds constructive working relationships characterised by a high level of acceptance, cooperation, and mutual respect.
- Committed to Action Against Hunger's goals, values, mission and Charter of Principles.

Agreed

Matthew White, Director of Fundraising & Communications

Date

September 2019

Authorised

Reviewed on