# JOB DESCRIPTION

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| **Job Title:** | **Division:** |
| **Digital Communications Adviser**  | **External Relations**  |
| **Location:** | **Responsible to:** | **Date:** | **Rank** |
| **London** | **Global Lead, Communications and Digital**  | **Aug 2022** | **E** |

**1. JOB PURPOSE**

To create, commission and publish all forms of strategic digital content across all digital platforms, including website, email, and social media. To optimise the positioning and branding of IPPF across all external digital channels. To work with the Global Lead, Communications and Digital to ensure all digital platforms are supported. To share a number of core skills and tasks with IPPF Central Office Communications team.

**2. KEY TASKS**

1. Collaborate with the Global Lead, Communications and Digital to create a digital content communications workplan, global content calendar and content strategy.
2. Collaborate with the Media and Communications Adviser and Social Media Officer to implement the digital communications workplan.
3. Collaborate with Secretariat colleagues on joint ventures, e.g. establishing key messaging that is relevant for external communication purposes, creating and disseminating digital content for key advocacy moments etc.
4. Project manage the lifecycle of a broad range of strategic digital content (written, video, audio etc), including SEO optimised website content (e.g. blogs, articles, features, resources etc), public-facing emails, and social media.
5. Develop a strategy for the full digital marketing remit, ensuring smooth and strategic integration between email campaigning, social media and paid advertising activities, as well as successfully executing these tactics.
6. Focal point for website content management including updating new content and editing existing content.
7. Engage with Secretariat colleagues in the creation and promotion of digital content, advising on consistency and accuracy of style, language, values etc.
8. Collaborate with external suppliers on content creation, and manage the lifecycle of these relationships – ensuring mutual expectations are appropriately established, manage project budgets, relevant contractual documentation is drawn up, professional communication is maintained throughout the process etc.
9. Establish, maintain and disseminate digital reporting on a weekly, monthly and annually to relevant stakeholders.
10. Maintain and promote the activist management tools including DotDigital across the Federation.
11. Produce and execute strategic email campaigns to grow and develop IPPF’s activist and supporter base.
12. Contribute to the future development of IPPF’s digital functionality by proposing developments based on feedback and a current understanding of digital development.
13. Assist in the management of content and publication on internal platforms.
14. Create graphics, edit audio and video on an ad hoc basis in support of other areas of the Secretariat.
15. To ensure gender is effectively mainstreamed within the remit of the post and in line with IPPF’s Gender Equality Policy.
16. To build and maintain positive working relationships with all members of staff and contacts both within and outside the Federation.
17. Take collective responsibility for safeguarding.
18. To undertake any other reasonable duties as may be requested from time to time.

**3. RESPONSIBILITIES**

Describe: a) staff responsibilities carried out by the job holder.

This role currently has no direct reports.

 b) financial responsibilities carried out by the job holder.

To manage an online content production budget for commissioning freelancers, agencies etc, and digital platforms.

 c) advisory responsibilities carried out by the job holder.

Advise the Director of Communications, liaise with other senior staff in CO, RO and potentially MAs as appropriate.

**Person Specification**

**Education & Qualifications**

* Degree in marketing/communications is desirable.

**Experience**

* Proven track record of delivering and implementing content strategies.
* Utilising website analytics and SEO to increase visibility of digital platforms.
* A proven track record of managing websites.
* Demonstratable experience developing and managing paid advertising campaigns.
* Overseeing the execution of email campaigns, split testing and retention reporting.
* Exposure to Adobe packages, Canva and social media scheduling platforms.
* Project management of third-party vendors on content delivery.

**Knowledge, Skills & Abilities**

* Innovative and creative thinking on digital content creation that delivers the vision of an organisation.
* Good communication skills in working with others from a range of diverse backgrounds and cultures.
* Able to translate ideas into deliverables.
* Working within defined budgets whilst maximising digital impact.
* Demonstratable knowledge of production and publishing platforms.
* Enjoys working with others on solving challenging issues.

**Personal Competence**

* Awareness of and sensitivity to the multi-cultural and diverse environment in which IPPF operates.
* Understanding of and a commitment to safeguarding including child protection, in a local and international context.