

Job Title:	Digital Communications Officer – Secondment		
AA Country/GS:	Any AA Country Office	Directorate/Unit:	Comms and Campaigns
% Allocated:	100%	Duration:	4 months (Sept – Dec 31 st)
Salary and Grade:	Grade C		
Reports to:	Social Media and Content Manager		
Operational Remit:	Global Regional / Country Specific / Global Secretariat		
DBS (CRB) / Police Check:	No		
This role requires travel	Yes, up to 30%		
Job Role			
Role Overview	Provides vital support to the Communications Team by assisting in the creation and delivery of digital and social media assets for campaigning, storytelling, and humanitarian communications. In this supporting role, the postholder helps ensure that ActionAid’s digital content is engaging, accessible, and aligned with brand and campaign objectives, enabling the team to reach and inspire global audiences. The role works side by side with the social media and Content Manager to coordinate and carry out content-related activities.		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	<div>1. Content Management</div> <ul style="list-style-type: none">Develop engaging and accessible graphics, videos, stories, and posts for the Global Secretariat’s website, social media, email, and other digital channels.Maintain, update, and approve content on the global website and digital platforms such as Stories Hub.Produce and adapt content for key events (e.g., COP30), working closely with the social media & content manager.Create and distribute social media toolkits and campaign visuals for federation-wide use.Ensure all content aligns with brand guidelines, accessibility standards, and ActionAid’s values. <div>2. Monitoring & Evaluation</div> <ul style="list-style-type: none">Produce monthly social media monitoring reports to track reach, engagement, and trends.Monitor and assess digital campaign performance during high-profile events.Use data insights to recommend improvements for content strategy and audience engagement. <div>3. Information Sharing</div> <ul style="list-style-type: none">Collaborate with federation offices to ensure global campaigns have strong digital elements adapted to local contexts.Share toolkits, graphics, and campaign resources via email and Teams.Transcribe and prepare storytelling content for use across the federation.		
Issue Resolutions, Crisis/Risk Management	<ul style="list-style-type: none">Monitor digital platforms and communication channels to identify emerging issues or negative trends that could impact the organisation’s reputation.		

	<ul style="list-style-type: none"> Respond promptly and appropriately to digital communications-related crises, ensuring accurate and consistent messaging across all channels. Collaborate with internal teams, leadership, and relevant stakeholders to develop and implement digital crisis communication plans. Maintain a calm, solutions-focused approach under pressure, ensuring risks are mitigated and communications remain professional and brand-aligned. Document incidents, responses, and lessons learned to strengthen future crisis preparedness.
Communications, Influencing and Coordination	<ul style="list-style-type: none"> Support the development and implementation of communication plans for social media that align with ActionAid's mission and objectives. Assist in creating clear, engaging content that communicates key messages and resonates with diverse audiences. Help maintain and strengthen relationships with key stakeholders, including partners, influencers, and community members, to amplify ActionAid's messages and foster a sense of community. Contribute to webinars, trainings, and the development of guidelines or social media toolkits to promote brand consistency and recognition. Monitor and manage queries received through the Communications Team's digital inbox, ensuring timely and accurate responses. Maintain effective workflows and open dialogue with key stakeholders across the Federation to engage, advise, and help showcase their work, priorities, and successes.
People Management	<ul style="list-style-type: none"> The role will support the GS and Federation teams in aligning social media activities with the overall strategy and in extending brand outreach. Work under the guidance of the Senior Leadership Public Engagement team, social media and Content Manager, Comms and Campaign Coordinator, Stories and Projects Manager, and Digital Campaigner and Digital Fundraising Leads to gather content. Assist in developing social media materials that are consistent with the communication strategy and the Strategic Implementation Framework.
Other delivery on strategic/functional priorities (Directorate-specific - maximum 5 KPIs)	<ul style="list-style-type: none"> Digital Asset Production: Support the production of digital assets (e.g., infographics, videos) in line with ActionAid's brand guidelines, ensuring accuracy and consistency. Social Media Engagement: Assist in sharing digital assets on social media and help monitor engagement rates, contributing to efforts aimed at achieving agreed engagement targets. Content Acquisition: Help source and share content pieces from country offices and partners, supporting initiatives to meet engagement goals on social media. Audience Growth: Contribute to the implementation of the digital content strategy by supporting activities that aim to grow social media followers and increase engagement. Performance Tracking: Assist in compiling monthly reports on key performance metrics (e.g., engagement, conversion rates) for all digital content, and provide input to help identify actionable insights for improving the content strategy.
Person Specification <i>(Please set out the qualities, skills and experience you are looking for in the person for this role)</i>	
Education & Qualifications	<ul style="list-style-type: none"> A bachelor's degree in communications, marketing, public relations, journalism, digital media, or a related field. Equivalent professional experience in lieu of a degree will be considered. Additional certifications or training in digital communications, social media management, content creation, or related areas would be an advantage. Demonstrated ability to stay up to date with evolving digital trends, tools, and best practices.

Essential Knowledge and Experience	<div>Essential Knowledge</div> <ul style="list-style-type: none">Social media platform ecosystems: Instagram, X, Facebook, TikTok, and LinkedIn — including formats, trends, and hashtag strategies.Global social, gender, and climate justice issues.Anti-racist and feminist digital communication approaches.Brand guidelines (specifically ActionAid’s) and how to adapt creative work within them <div>Experience</div> <ul style="list-style-type: none">Three years in a similar role.Proven track record of creating and scheduling posts across multiple social media platforms.Practical use of data analytics tools for social media performance tracking.Designing and delivering visual assets (graphics, infographics, and short videos) for campaigns.Applying global justice frameworks in digital communications.Working within brand guidelines to deliver consistent, compelling messaging.	
Essential Skills	<ul style="list-style-type: none">Content creation: Writing and crafting platform-specific, engaging posts.Social media monitoring and analytics — interpreting metrics to guide strategy.Visual design using Canva, Adobe Photoshop, Illustrator, or Figma.Short-form video creation/editing with tools such as CapCut, Adobe Premiere Rush, or InShot.Visual storytelling and translating complex policy positions into engaging visual content.Collaboration — working with communications or campaign leads and applying feedback effectively.	
Language requirements	<ul style="list-style-type: none">Excellent verbal and written communication skills in English are essential, with the ability to engage effectively across diverse internal and external audiences.Proficiency in additional widely spoken languages is a valued asset in our global, multicultural environment.	
People Management Responsibility		
Approximate number of people managed in total		
1- Team members	Individual contributor, no direct responsibility for leading others.	Yes
1.5	Act as mentor in a team and /or coordinating a team	No
2- Team Leader	Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work	No
2.5	Responsible for one team with its own and has another team reporting directly	No
3- Team managers:	Directs more than one team	No
	The positions direct multiple teams, each of which has a team leader in charge; determines team structure and roles of members	No

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs. It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and practice, which are:

- Leading Innovation and Change Establish a culture of excellence in respective team that values experimentation and continuous improvement.
- Feminist Leadership: Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power)
- AAI Values Practice: Ensure personal and team culture that demonstrates all of AAI values including Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence, and Humility.
- Promoting a healthy and safe working environment: ActionAid is committed to promoting SHEA and Safeguarding policies and values and has a zero-tolerance policy for any form of sexual exploitation and abuse to create a safe working environment for the staff.