

# act:onaid Job Description and Person Specification

<b>Job Title:</b>	Digital Organiser		
<b>Job Family:</b>	Campaigns		
<b>Directorate/Cluster:</b>	Programmes, Fundraising and Communication	<b>Unit/Team:</b>	Communication and Campaigns
<b>Grade and Salary:</b>	D	<b>Contract Type:</b>	<i>Permanent</i>
<b>Location:</b>	Kenya or South Africa	<b>Budget Holder:</b>	Yes <input type="radio"/> No <input checked="" type="radio"/>
<b>Reports to: (incl matrix reporting)</b>	Campaigns Lead		
<b>Direct Reports :</b>	None		
<b>Matrix Reports:</b>	None		
<b>DBS (CRB) / Police Check:</b>	Yes <input checked="" type="radio"/> No <input type="radio"/>		
<b>This role require travel</b>	Yes – 30%		
<b>Role Overview:</b>	Organises, coordinates and supports efforts across the ActionAid federation to deploy digital and distributed strategies to turn passive citizens into active stakeholders in ActionAid’s causes - building political power, growing movements, connecting local struggles, and expanding our supporter base.		
<b>Areas of Responsibilities</b>	<b>Key Activities</b>		
<b>Strategic Impact and contribution</b>	<p>Promotes cross-Federation and cross-functional digital innovation in organising, mobilisation and supporter journeys:</p> <ul style="list-style-type: none"> <li>• Contributes to winning strategies for our public-facing global campaigns by adapting distributed, networked and relational innovations in organising and campaigning to ActionAid’s context and needs, in close collaboration with interested countries, Global Secretariat thematic leads and Global Secretariat Campaigns and Comms team.</li> <li>• Supports countries and Global Secretariat to establish, maintain and amplify an online presence that motivates and organises people to take action and/or give financial support. Co-creates or supports the creation of tactics enabling federation offices to build lists and inspire people to turn the resources they have (their voice, vote, money, etc) into the power they need to make the change they want, using an array of online channels, digital tools, and storytelling.</li> <li>• Works closely with the Public Fundraising and Communications teams and interested affiliates to create and test multi-channel supporter journeys, develop a data-driven approach across fundraising and campaigns, seamless integrate content strategies and supporter growth strategies, and share innovations in campaign-based fundraising.</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Collaborates with Programmes colleagues and the ActionAid Denmark funded Social Movements Hub to ensure cross-learning and cross-fertilisation of digital organising innovations between the federation and our social movement partners.</li> </ul>
<p><b>System, Policies and Procedures and Product Management</b></p>	<ul style="list-style-type: none"> <li>• Provides specialist expertise and guidance to federation offices and social movement allies on the use of technology and data to identify, recruit and activate supporters and move them up the ladder of engagement.</li> <li>• Promotes and coordinates sharing of audience and supporter data insights across the federation; works with the Business Applications Architect to find technical solutions for data-sharing within our network.</li> <li>• Advises on the potential development of global digital campaign based fundraising products.</li> <li>• Some hands-on work with crafting, testing and copy-editing emails, social media posts, action pages and other supporter activation content.</li> </ul>
<p><b>Issue Resolutions, Crisis/Risk Management</b></p>	<ul style="list-style-type: none"> <li>• Sources legal advice to ensure that our online organising and campaigning complies with privacy and data protection policies and best practices.</li> </ul>
<p><b>Communications, Influencing and Coordination</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with Issue leads, Comms Team, Media, and Fundraising to coordinate campaign goals, develop campaign concepts, and produce content, including emails, action pages, and social media posts to engage and mobilise supporters to take action.</li> <li>• Support the federation to plan effective communications to multiple target audiences with distinct engagement goals, and advise on the management of email lists and databases.</li> <li>• As needed, create resources for country offices to amplify national campaigns.</li> <li>• Strengthen partnerships with digital organisers, data scientists and technologists in allied INGOs and social movements in order to promote more systematic sharing of data insights, open-source tools, skills and expertise.</li> <li>• Work with vendors, consultants and contractors as needed.</li> </ul>

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<p><b>People Management</b></p>	<p>The role will be managed by the Campaigns Lead, and will work close to the Fundraising and the Communication and Brand Team. The role will integrate the Campaigns' Team together with Regional Campaigners and a Comms and Campaigns Coordinator.</p>
<p><b>Other delivery on strategic/ functional priorities (Directorate-specific - maximum 5 KPIs)</b></p>	<ul style="list-style-type: none"> <li>• Increase engagement metrics for the <a href="#">Fund Our Future campaign</a> through effective use of digital tools.</li> <li>• Develop and implement digital strategies for the Fund Our Future campaign and other smaller campaigns.</li> <li>• Collaborate with the Communications team to create a long-term digital strategy aligned with the Communication Strategy.</li> <li>• Design creative online mobilisations to support ActionAid's campaign goals.</li> <li>• Build a community of practice with Federation members, providing digital training and supporting country offices to enhance their digital capacity.</li> </ul>

PERSON SPECIFICATIONS	
<p><b>Education and Qualifications</b></p>	<p>A bachelor's degree (or equivalent professional experience) in a relevant field</p>
<p><b>Essential Experience</b></p>	<ul style="list-style-type: none"> <li>• Five years' experience working in similar role</li> <li>• Substantial experience in data analytics for campaigning</li> <li>• Experience developing and executing successful digital strategies and content for issue based, advocacy, or political and rooted campaigns</li> <li>• Experience of distributed, networked and/or relational organising and campaigning models powered by technology</li> </ul>
<p><b>Essential Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Broad understanding of the global social, gender and climate justice landscape as well as anti-racist and feminist digital approaches.</li> <li>• Understanding of geographical and cultural differences in approaches to campaigning and supporter engagement and the adoption of technology in organising.</li> <li>• Knowledge of trends in digital organising, and of best practices for communicating via email, and social media platforms.</li> <li>• Basic applied knowledge of statistics and/or data science.</li> <li>• Knowledge of basic HTML to produce emails and web pages and ability to resize images; more advanced coding skills desirable.</li> </ul>
<p><b>Essential skills</b></p>	<ul style="list-style-type: none"> <li>• Familiarity with a range of online campaigning tools and tactics.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Proficient using digital systems to manage content (CMS) and relationships (CRM), with a preference for experience with NationBuilder.</li> <li>• Excellent writing skills with experience in creative, compelling prose that can move people to take action; with meticulous attention to consistency and detail.</li> <li>• Project management skills and ability to organise and manage multiple priorities; ability to develop plans with clear goals, roles, timeline, metrics and budget estimates; flexibility and creativity to adjust plans quickly in line with fast-changing external and internal opportunities.</li> <li>• Excellent interpersonal, communication and negotiation skills to work effectively in a multi-cultural and decentralised global Federation, often remotely.</li> <li>• Feminist leadership skills and attributes, including self-awareness, a positive growth mindset and ambitious drive for collective results, excellent collaboration skills, commitment to self-care and caring for others, ability to give and receive honest and respectful feedback, and strong commitment to dismantling bias and promoting equity and inclusion.</li> <li>• Entrepreneurial and problem-solving skills: able to spot and land opportunities where others only see obstacle and can creatively overcome complex problems with little or no guidance from manager.</li> </ul>
<b>Language requirements</b>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in English</li> <li>• Proficiency in another language is desirable.</li> </ul>

People Management Responsibility		
<b>Approximate number of people managed in total</b>		
<b>1- Team members</b>	Individual contributor, no direct responsibility for leading others.	Yes

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 code of conduct. Staff are also committed to:

- **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

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- **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.

Prepared by:

Signature

Date:

Reviewed by:

Signature

Date:

Received by:

Signature

Date:

