

act:onaid Job Description and Person Specification

Job Title:	Digital Producer		
Cluster:	Resource Mobilisation and Innovation	Team:	External Communications
Grade and Salary:	Grade D	Contract Type:	<i>Permanent</i>
Location:	GS Hub Office/AA Country Office	Budget Holder:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Reports to: (incl matrix reporting)	Head of Communications		
Direct Reports:	None		
Matrix Reports:	Digital Campaigner		
Operational Remit:	Global <input type="checkbox"/> Regional <input type="checkbox"/> Country Specific <input type="checkbox"/> Global Secretariat <input checked="" type="checkbox"/>		
DBS (CRB) / Police Check:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
Job Role			
Role Overview:	<p>Scope and context of the Digital Producer role:</p> <p>The organisation:</p> <p>ActionAid is a global federation working for a world free from poverty and injustice.</p> <p>We want to see a just, fair and sustainable world, in which everybody enjoys the right to a life of dignity, and freedom from poverty and oppression. So we work to achieve social justice and gender equality, and to eradicate poverty.</p> <p>Our <u>strategy</u> is to build international momentum for social, economic and environmental justice, driven by people living in poverty and exclusion. In practice, this means working closely with people living in poverty and exclusion, civil society organisations, social movements and supporters. Together, we deliver grassroots programmes, provide emergency relief and campaign for things such as women's economic rights, tax justice and climate justice.</p> <p>Our work falls into four broad areas: <u>women</u>, <u>politics and economics</u>, <u>land and climate</u>, and <u>emergencies</u>. We have a particular focus on women's rights; it's a thread that runs through all our work.</p> <p>ActionAid was founded as a charity in 1972. In the 1990s, we adopted a human rights-based approach to development. In 2003, we established the ActionAid International federation. Our head office is in Johannesburg, South Africa. We also have hubs in Asia, the Americas and Europe.</p> <p>We believe in the power in people. If we can support people to know, claim and defend their rights, the world will be a fairer place.</p> <p>The Digital Producer role within this context:</p>		

The Digital Producer will develop an effective online presence and engagement strategy with consistent recognizable look and feel. They will lead on the development and delivery of AAI's digital content, designed to engage bigger, wider, more diverse audiences. The majority of people consume news on their smartphone and mobile news teams demand video. This is a golden opportunity for AAI, which has unprecedented access to stories.

In short: The Digital Producer for ActionAid's Global Secretariat is responsible for the proactive production of key digital/social assets for central and global campaigns and priorities, which can be used across the federation.

The role also proactively coordinates the digital/social engagement plans of ActionAid country offices with the rest of the Federation, informing, sharing, amplifying and aligning online assets across relevant markets in this 45-country federation.

Line Management:

The Digital Producer will be managed by the Head of Communications and the Digital Producer will have a matrix management oversight of the output of the Digital Campaigner.

Areas of Responsibilities

Key Activities

1. AAI Values Practice & Strategy Change Priorities

- **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.

<p>2. Delivery on Strategic Priorities (Directorate/Cluster-specific - maximum 5 KPIs)</p>	<p>1. Production of digital assets for use online, across social platforms and as part of external communications and campaigning (40%)</p> <ul style="list-style-type: none"> • Proactive planning and input into conceptualizing complex campaign and policy asks into sharable engaging digital formats. • Practical and technical design and delivery of digital assets, including creating and sharing social posts, shooting and editing video, photography, design and delivery of info-graphics, animations, short films. • Briefing agencies, artists, animators, external partners on creation of digital products and engagement concepts, in accordance with ActionAid's brand and voice. • Developing relationships with country offices and partners to proactively acquire, edit and share user-generated content into compelling, relevant, timely and sharable social content. • Design and deliver online content that is integrated into digital campaign plans i.e. content which intercepts existing external social conversations.
	<p>2. Development and delivery of digital content strategy, including maximizing usage of AAI's new website and revitalising AAI presence on social media. (30%)</p> <ul style="list-style-type: none"> • Develop and implement a digital strategy which drives conversations with identified target audiences, on appropriate channels, in a timely manner to increase audience, engagement and impact for both fundraising and campaigns objectives. • Reach new, bigger, more diverse audiences through accessing and editing video led content from the field, breaking news on social media and ensuring our content works for national, regional, international and social media. • Resonate with donors through creating and delivering compelling human-interest stories. • Track and report on analytics and conversion rates to ensure our platforms engage rather than broadcast and ensure SEO as relevant. • Analyze results of Google Analytics, website surveys, stakeholder questionnaires and analyze top-performing posts on social media, amending the strategy on an ongoing basis. • Carry out social media acquisition campaign to support key platform priority areas plus Global Campaign, according to identified and clear target audiences. • Lead on mixed marketing strategies to increase online presence and engagement. • Continue to trial posting of original content on social media as well as amplify good content and success stories from across the Federation. • Review possibility of expanding our presence across social media platforms.
	<p>3. Development, management and editorial responsibility for ActionAid's international website and social channels for maximum visibility (10%)</p> <ul style="list-style-type: none"> • Day to day oversight and management of the international aspect

	<p>of ActionAid's global website and online/social presence (with support from matrix line report, the Digital Campaigner).</p> <ul style="list-style-type: none">• Managing updates and content uploads to the website as needed, ensuring permissions and captions are correct, on brand and GDPR compliant.• Managing the (outsourced) website maintenance contract, ensuring bugs are fixed in a timely and cost-effective manner and CMS is functional.• Create memorable AAI branded short URLs for use in media releases, reactives and social media.• Build capacity with other communications specialists across the federation, including on the day to day management of GS social media channels.• Promoting peer to peer support, learning and risk management, building capacity across the federation on content collection, editing and format. Encourage sharing of success stories and strong, compelling human-interest content.
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	<p>4. Stakeholder engagement for digital channels (10%)</p> <ul style="list-style-type: none"> • Setting and implementing engagement strategy for internal and external stakeholders of the website and social media channels. • Maintain an effective workflow between internal clients and the international digital team. • Design and host webinars, training, guidelines on social media tool kits and content creation to increase brand consistency and recognition. • Preparing simple “how to” sheets on common errors, requests and needs. • Managing queries coming into the Communications Team through the digital inbox. • Maintain an effective workflow and positive dialogue with key stakeholders across the policy and programmes teams and country offices, to engage, advise and amplify their work, priorities and successes. <p>5. General Responsibilities as member of the External Communications Department (10%)</p> <ul style="list-style-type: none"> • A strong commitment to develop, promote and practice ActionAid’s vision, mission, values and strategy. • Keep abreast of emerging web and eComms technologies and share with relevant staff as appropriate. • Act as ambassador to ensure relations across the Federation remain fruitful and deliver on strategic objectives. • Raise awareness of AAI as a player in the fight against global poverty. • Represent communications needs to other parts of ActionAid to enable programs to meet their objectives and maximize opportunities. • Contribute to building a culture of ambition, openness and innovation within the communications community. • Participate as a proactive member of the Fundraising and Communications teams, attending team meetings and providing advice and support to fellow team members. • Keep abreast of social, communications and fundraising trends and network with appropriate external organizations to inform thinking. • Spot and resolve risks to our brand and reputation, utilising approved messaging and crisis management experience and consistently share learnings and actions. • Other responsibilities as delegated by line manager.
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Education, Language & Qualifications	<ul style="list-style-type: none"> • Relevant degree / Masters or equivalent experience. • Excellent verbal and written communication skills in English, ability to inform and engage through written communication.
Essential Knowledge, skills and Experience	<ul style="list-style-type: none"> • 5 years' experience of developing and delivering digital content strategies for NGO's or campaigning body. • Proficient in technical design and delivery of digital assets, including creating and sharing social posts, shooting and editing video, photography, design of info-graphics. • Excellent working knowledge of PremierPro or equivalent & image-editing software. • Experience of developing in-depth audience insights and flexible tools to respond to engagement opportunities. • Experience of managing social media platforms, including engagement, analytics and risk/crisis management of external channels and conversations. • Experience managing websites with multiple functionality- e.g. fundraising, supporter engagement, policy informing. • Understanding of brand identity, tone, audience, objectives, and designing content that fits agreed messaging. • Proactive, enthusiastic and practical ability to produce compelling and engaging, easy to use guidelines for colleagues to create content in their own markets and languages. • Ability to work in a fast-paced multicultural context/environment, engage in social justice activism/advocacy and demonstrate innovative practices. • Knowledge of emerging trends in digital community building and content. • Good experience working within a communications / digital team. Excellent project management skills and the ability to initiate, co-

		<p>ordinate and deliver on web, social and online campaign and engagement projects that involve a number of other parties.</p> <ul style="list-style-type: none"> • Ability to liaise effectively with internal departments. • Multi-tasking – hands on working in a charity with limited resources. • Able to manage self and others in order to meet tight deadlines and multiple priorities. • Ability to identify and troubleshoot problems. • Proven experience of planning and coordinating priorities and creating processes and tools to support effective planning. • Exceptional interpersonal skills and ability to quickly develop effective working relationships with a diverse stakeholder group. • Strong networking/relationship-building skills- ability to anticipate, coordinate and facilitate activities with colleagues. • Energetic, enthusiastic and interested in learning within a political, changing and diverse work environment and strong commitment to develop, promote and practice AAI's vision mission, values & strategy on human rights and socio-economic justice. • Willingness to travel.
Desirable Knowledge, skills and Experience		<ul style="list-style-type: none"> • Proficiency in another language • Knowledge of/experience of working in International Development • Project Management
Competency Profile		
Leading Organisation	Strategic Perspective	Demonstrate alignment of the Organisation's strategic priorities and goals.
	Change Management	Uses effective strategies to facilitate organisation change initiatives and overcome resistance to change by involving others, listening and building commitment.
	Decisiveness and Agility	Prefers quick and appropriate actions in many management situations, able to adapt and respond to fast changing eco system/environment.
Leading Others	Leading Teams	Attracts, motivates, and develops high performing teams.
	Building Collaborative Relationships	Builds productive working relationships with co-workers and external parties, whilst valuing diversity (gender, race, culture).
	Communication	Expresses ideas clearly and concisely; disseminates information about decisions and plans proactively.

Le adi	Leading with Purpose and Credibility	Acts in accordance with stated values; has strong commitment to develop, promote and practice AAI's values
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Innovation and Taking Initiative

Takes charge and proactively seeks new ideas, experiments with new processes/practices that capitalizes on opportunities