

# act:onaïd Job Description and Person Specification

<b>Job Title:</b>	<b>Communications Assistant</b>		
<b>Cluster:</b>	Resource Mobilisation and Innovation	<b>Team:</b>	Global Communications
<b>Grade and Salary:</b>	Grade B	<b>Contract Type:</b>	<i>One-year Fixed Term Contract</i>
<b>Location:</b>	GS Hub Offices	<b>Budget Holder:</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Reports to: (incl matrix reporting)</b>	Head of Communications		
<b>Direct Reports:</b>	None		
<b>Matrix Reports:</b>			
<b>Operational Remit:</b>	Global <input type="checkbox"/> Regional <input type="checkbox"/> Country Specific <input type="checkbox"/> Global Secretariat <input checked="" type="checkbox"/>		
<b>DBS (CRB) / Police Check:</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
<b>Job Role</b>			
<b>Role Overview:</b>	<p><b>Scope and context of the Communications Officer role:</b></p> <p><b>The organisation:</b></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><b>The Communications Officer role within this context:</b></p>		

	<p>The Communications Officer will provide tactical and operational support to the Communications Team, the Global Secretariat and, when required, the wider Federation. This will take the form of data-gathering and analytics, content management, being the clientside contact for maintenance, amongst other ad-hoc communications tasks.</p> <p><b>Line Management:</b></p> <p>The Communications Officer will be managed by the Head of Communications.</p>
Areas of Responsibilities	Key Activities
1. AAI Values Practice & Strategy Change Priorities	<ul style="list-style-type: none"> <li>• <b>Leading Innovation and Change</b> Establish a culture of excellence in respective team that values experimentation and continuous improvement.</li> <li>• <b>Feminist Leadership:</b> Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power).</li> <li>• <b>AAI Values Practice:</b> 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.</li> </ul>
2. Delivery on Strategic Priorities (Directorate/Cluster-specific - maximum 5 KPIs)	<p>1. <b>Manage the Communications Team's data-gathering and analytics responsibilities</b></p> <ul style="list-style-type: none"> <li>• Produce and manage a regular analytics dashboard, comprising of metrics derived from ActionAid International's digital estate and media landscape, covering both owned and earned media.</li> <li>• Derive knowledge from, and offer narratives on, information gathered, providing users with clear and actionable insight towards ActionAid's continual improvement</li> <li>• Work with internal partners to put the required monitoring and evaluation mechanisms in place in advance of key initiatives (e.g. a major campaign launch).</li> <li>• Track and report on analytics and conversion rates to ensure our platforms engage rather than broadcast and ensure SEO as relevant.</li> <li>• Run ad-hoc web, social and media reports for internal clients.</li> <li>• Produce regular analytics on ActionAid's digital asset management platform, StoriesHub.</li> <li>• Manage permissions for third-party access to data and analytics platforms.</li> <li>• Train designated members of staff to run key reports relevant to their needs.</li> </ul>

<p><b>2. Delivery on Strategic Priorities (Directorate/Cluster-specific - maximum 5 KPIs)</b></p>	<p><b>2. Content management and social</b></p> <ul style="list-style-type: none"> <li>• Management and upload of content to our flagship website via the Content Management System.</li> <li>• Manage passwords and permissions for third-party access to the Content Management System and social media services.</li> <li>• Supporting social media management and engagement.</li> <li>• Uploading and scheduling daily social posts and planning for proactive campaign and media moments.</li> <li>• Proactively contributing to daily social content and suggesting posts, based on the results of analytics.</li> <li>• Train designated members of staff in the use of the Content Management System and social media tools.</li> <li>• Analyse results of Google Analytics, website surveys, stakeholder questionnaires and posts on social media, helping to amend the strategy on an ongoing basis.</li> <li>• Support in an audit of ActionAid's digital asset management platform, StoriesHub, to ensure content is in line with visual identity and safeguarding principals.</li> </ul>
	<p><b>3. Clientside Maintenance of Digital Properties</b></p> <ul style="list-style-type: none"> <li>• Managing ticket-based maintenance backlog for the flagship website, including existing as well as new features.</li> <li>• Being the point-of-contact for our third-party web development agency.</li> <li>• Helping to define and specify requests for new features and website functionality.</li> <li>• Managing clientside approvals processes for user-acceptance testing and deployment.</li> </ul> <p><b>4. Stakeholder engagement for communications channels</b></p> <ul style="list-style-type: none"> <li>• Setting and implementing engagement strategy for internal and external stakeholders of the website and social media channels.</li> <li>• Maintain an effective workflow between internal clients and the international communications team.</li> <li>• Design and host webinars, training and guidelines on social media toolkits and content creation to increase brand consistency and recognition.</li> <li>• Preparing simple "how to" sheets on common errors, requests and needs.</li> <li>• Managing queries coming into the Communications Team through the digital inbox.</li> </ul>
<p><b>Education, Language &amp; Qualifications</b></p>	<ul style="list-style-type: none"> <li>• Relevant qualification or equivalent experience</li> <li>• Excellent verbal and written communication skills in English, ability to inform and engage through written communication.</li> </ul>

**Essential Knowledge, skills and Experience**

- Previous experience of developing and delivering digital or communications strategies for charities, NGO's, political or campaigning organisations.
- Experience using web analytics platforms (preferably Google Analytics), with the degree of proficiency required to run reports and provide others with basic training.
- Experience using social media analytics tools with the degree of proficiency required to run reports and provide others with basic training.
- Experience using media monitoring services (e.g. Lexis Nexis, Meltwater) with the degree of proficiency required to run reports and provide others with basic training.
- Experience working with various Content Management Systems (including Drupal) with the degree of proficiency required provide others with basic training.
- Experience managing a ticket-based maintenance backlog for website development.
- 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.
- Demonstrable success in growing engagement and increasing an organisation's profile through social media platforms.
- Experience of writing for different audiences and ability to breakdown complex information into compelling copy for social posts, blogs and news stories.
- Experience managing websites with multiple functionality - e.g. fundraising, supporter engagement, policy informing.
- 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"> <li>• Ability to liaise effectively with internal departments.</li> <li>• Multi-tasking – hands on working in a charity with limited resources.</li> <li>• Ability to identify and troubleshoot problems.</li> <li>• Proven experience of planning and coordinating priorities and creating processes and tools to support effective planning.</li> <li>• Exceptional interpersonal skills and ability to quickly develop effective working relationships with a diverse stakeholder group.</li> <li>• Strong networking/relationship-building skills- ability to anticipate, coordinate and facilitate activities with colleagues.</li> <li>• 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 &amp; strategy on human rights and socio-economic justice.</li> </ul>
<b>Desirable Knowledge, skills and Experience</b>		<ul style="list-style-type: none"> <li>• Proficiency in another language</li> <li>• Knowledge of/experience of working in International Development</li> <li>• Project Management</li> </ul>
<b>Competency Profile</b>		
<b>Leading Organisation</b>	<b>Strategic Perspective</b>	Demonstrate alignment of the Organisation's strategic priorities and goals.
	<b>Change Management</b>	Uses effective strategies to facilitate organisation change initiatives and overcome resistance to change by involving others, listening and building commitment.
	<b>Decisiveness and Agility</b>	Prefers quick and appropriate actions in many management situations, able to adapt and respond to fast changing eco system/environment.
<b>Leading Others</b>	<b>Leading Teams</b>	Attracts, motivates, and develops high performing teams.
	<b>Building Collaborative Relationships</b>	Builds productive working relationships with co-workers and external parties, whilst valuing diversity (gender, race, culture).
	<b>Communication</b>	Expresses ideas clearly and concisely; disseminates information about decisions and plans proactively.
<b>Leading</b>	<b>Leading with Purpose and Credibility</b>	Acts in accordance with stated values; has strong commitment to develop, promote and practice AAI's values

## **act:onaid** Job Description and Person Specification

<b>Innovation and Taking Initiative</b>	Takes charge and proactively seeks new ideas, experiments with new processes/practices that capitalizes on opportunities
---	--