

act:onaid Job Description and Person Specification

Job Title:	Social Media and Content Manager		
Job Family:	Manager		
Directorate/Cluster:	Directorate of Programmes, Fundraising and Communications	Unit/Team:	Communication and Campaigns
Grade and Salary:	D	Contract Type:	Permanent
Location:	GS Hubs or AA Country Offices that have hosting agreements with the GS	Budget Holder:	No
Reports to: (incl matrix reporting)	Communications and Brand Lead		
Direct Reports :	No		
Matrix Reports:	No		
DBS (CRB) / Police Check:	Yes		
This role require travel	Yes, up to 35%		
Role Overview:	<p>The Social Media and Content Manager is responsible for developing and implementing engaging content strategies that enhance ActionAid International's online presence and drive audience engagement across social media platforms. This role plays a crucial part in amplifying the organization's mission, campaigns, and values through compelling storytelling and multimedia content, and in building long term social media alliances with social movements.</p> <p>The Manager, in collaboration with other GS and members' colleagues, will create, curate, and manage content across various digital channels, ensuring alignment with ActionAid's branding and communication objectives. They will also monitor social media trends and audience insights to optimize content performance, engage with followers, and build a strong online community. This position requires creativity, excellent communication skills, and a passion for social justice and community empowerment.</p> <p>The role also proactively coordinates the digital/social engagement plans of ActionAid teams across member countries of the AAI Federation, informing, sharing, amplifying and aligning online assets across relevant channels.</p> <p>The role will work closely with the Leadership Public Engagement and Stories & Projects roles and with other Federation colleagues and Global Platforms members active in social media to effectively articulate visible and engaging global actions.</p>		
Areas of Responsibilities	Key Activities		

Strategic Impact and contribution

1. Development and delivery of a social media engagement strategy, aligned with AA mission and priorities, in collaboration with key GS and Federation teams:

- 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 supporters (donors, partners, and campaign supporters) through creating and delivering compelling human-interest stories.
- Design and deliver, jointly with other Federation colleagues, a social media engagement plan focused on amplifying social movements voices and stories aligned with AA values and priorities.
- Work closely with the Senior Leaders Public Engagement colleague to ensure a coherent and well-articulated social media presence.
- Proactive planning and input into conceptualizing complex campaigns and policy asks into sharable engaging digital formats.
- 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.

2. Development and delivery of digital content strategy, including maximizing usage of AAI's website and revitalising AAI presence on social media, in collaboration with key GS and members colleagues.

- Production of digital assets for use online, across social platforms and as part of external communications and campaigning.
- Work closely with the Stories & Project Manager, the Digital campaign and Digital fundraising leads to coordinate content production.
- Practical and technical design and delivery of digital assets, including creating and sharing social posts, shooting, and editing video, photography, design and delivery of infographics, 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 members 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.
- Mainstream feminist, antiracist and decolonial values, principles, and narratives in content creation.

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<p>System, Policies and Procedures and Product Management</p>	<ul style="list-style-type: none"> • Oversee ActionAid's international website and social channels for maximum visibility. • Day to day oversight and management of the international aspect of ActionAid's global website and online/social presence • Create memorable AAI branded short URLs for use in media releases, reactive and social media. • Establish and maintain clear content approval workflows to ensure that all social media and digital content align with ActionAid's branding, messaging guidelines, and organizational values. • Develop and implement social media policies and best practices that guide content creation, community engagement, and crisis management, ensuring consistency and professionalism in all online interactions. • Oversee the lifecycle of social media campaigns and content initiatives, from ideation to execution and evaluation. Monitor performance metrics and gather audience feedback to inform future strategies and enhance the effectiveness of content efforts. • Facilitate collaboration with other GS and Federation teams, to align social media content with broader organizational goals and campaigns, ensuring cohesive messaging and maximized impact.
<p>Issue Resolutions, Crisis/Risk Management</p>	<ul style="list-style-type: none"> • Lead on safeguarding our image guidelines, brand integrity and safe working practices across all content gathering and sharing of original or bought in content, ensuring contractors follow our code of conduct. • Develop and maintain a crisis communication plan specific to social media, outlining procedures for responding to potential issues and emergencies that may arise on digital platforms. This plan should include predefined roles, messaging guidelines, and escalation procedures. • Implement monitoring systems to identify potential risks and negative sentiments in real-time. Utilize social listening tools to track mentions of ActionAid and relevant topics, allowing for proactive engagement and response. • Establish clear response protocols for various scenarios, including negative comments, misinformation, and public controversies. Ensure that all team members are trained on these protocols to respond quickly and effectively while maintaining the organization's voice and values. • Coordinate with internal stakeholders (e.g., Communications, Legal, and Senior Leadership) to ensure a unified and timely response to crises. Provide updates and guidance on how to communicate with external audiences during sensitive situations. • Document lessons learned to enhance future crisis management protocols and refine communication strategies.

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<p>Communications, Influencing and Coordination</p>	<p>Stakeholder engagement for digital channels</p> <ul style="list-style-type: none"> • Develop and implement a comprehensive communication strategy for social media that aligns with ActionAid’s mission and objectives. Create clear, engaging content that effectively communicates key messages and resonates with diverse audiences. • Cultivate relationships with key stakeholders, including partners, influencers, and community members, to amplify ActionAid’s messages and foster a sense of community. Use persuasive communication techniques to encourage collaboration and support for campaigns. • Design and host webinars, training, guidelines on social media tool kits and content creation to increase brand consistency and recognition. • Managing queries coming into the Communications Team through the digital inbox. • Maintain an effective workflow and positive dialogue with key stakeholders across the Federation, to engage, advise and amplify their work, priorities, and successes.
<p>People Management</p>	<ul style="list-style-type: none"> • The role will work closely with GS and Federation teams to align social media strategy and support brand outreach. • The position will work closely with the Senior Leadership Public Engagement, Comms and Campaign Coordinator, Stories and Projects Manager and Digital Campaigner and Digital Fundraising Leads to gather content and develop social media materials aligned with our communication strategy and Strategic Implementation Framework.
<p>Other delivery on strategic/ functional priorities (Directorate-specific - maximum 5 KPIs)</p>	<ul style="list-style-type: none"> • Digital Asset Production: produce digital assets (e.g., infographics, videos), ensuring 100% adherence to ActionAid’s brand guidelines. • Social Media Engagement: Achieve an average engagement rate of 4% on all digital assets shared on social media. • Content Acquisition: Acquire and share content pieces from country offices and partners, with specific target engagement rate on social media. • Audience Growth: Implement and support a digital content strategy that results in increase in social media followers and engagement. • Performance Tracking: Provide monthly reports analyzing key performance metrics (e.g., engagement, conversion rates) for all digital content, aiming for actionable insights to improve content strategy.
<p>Education and Qualifications</p>	<ul style="list-style-type: none"> • Bachelor’s degree in communications, Public Relations, or relevant field • 5 years’ experience of developing and delivering digital content strategies for NGO’s or campaigning body. • Qualifications or training on feminism, decolonial studies or antiracism will be an asset

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<p>Essential Experience</p>	<ul style="list-style-type: none"> • 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. • Experience in producing digital content and assets for use in social media. • Good experience working within a communications / digital team. • Proven experience of planning and coordinating priorities and creating processes and tools to support effective planning. • Experience in collaborating within social movements would be an asset.
<p>Essential Knowledge</p>	<ul style="list-style-type: none"> • Knowledge of emerging trends in digital community building and content. • 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.
<p>Essential skills</p>	<ul style="list-style-type: none"> • Project management skills and the ability to initiate, co-ordinate and deliver on web, social and online campaign and engagement projects that involve a number of other parties. • Proficient in technical design and delivery of digital assets, including creating and sharing social posts, shooting, and editing video, photography, design of infographics. • Excellent working knowledge of PremierPro or equivalent & image-editing software. • Ability to work in a fast-paced multicultural context/environment, engage in social justice activism/advocacy and demonstrate innovative practices. • Exceptional interpersonal skills and ability to quickly develop effective working relationships with a diverse stake holder group. Understanding of brand identity, tone, audience, objectives, and designing content that fits agreed messaging. • Multi-tasking – hands on working in a charity with limited resources. • Ability to identify and troubleshoot problems. • Strong networking/relationship-building skills- ability to anticipate, coordinate and facilitate activities with colleagues. • Understanding of cultural dynamics and experience in developing content that is inclusive and resonates with diverse communities, particularly marginalized groups. • Knowledge of crisis communication strategies and experience in managing communications during sensitive situations or organizational crises. • 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.
<p>Language requirements</p>	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in English • Knowledge or Proficiency in another language is an asset.

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People Management Responsibility		
<i>Approximate number of people managed in total</i>		
1- Team members	Individual contributor, no direct responsibility for leading others.	Yes/ No
1.5	Act as mentor in a team and /or coordinating a team	Yes/ No
2- Team Leader	Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work	Yes/ No
2.5	Responsible for one team with its own and has another team reporting directly	Yes/ No
3- Team managers:	Directs more than one team.	Yes/ No
	The positions direct multiple teams, each of which has a team leader in charge; determines team structure and roles of members	Yes/ 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.