

act:onaid Job Description and Person Specification

Job Title:	Web and Social Media Officer		
Job Family:	Communications		
Directorate/Cluster:	Public Engagement and Supporter Growth	Unit/Team:	Campaigns and Communications
Grade and Salary:	Grade C	Contract Type:	<i>Permanent</i>
Location:	London, Johannesburg or Nairobi	Budget Holder:	No
Reports to: (incl matrix reporting)	Digital Content Lead		
Direct Reports:	N/A		
Matrix Reports:	N/A		
DBS (CRB) / Police Check:	Yes <input checked="" type="checkbox"/>		
Role Overview:	<p>The Web and Social Media Officer provides tactical and operational support to the Campaigns and Communications Team, the Global Secretariat and, when required, the wider Federation.</p> <p>This will take the form of data-gathering and analytics, web and social content management, being the client side contact for maintenance of the website, amongst other ad-hoc communications tasks.</p>		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	<p>Manage the Communications Team's data-gathering and analytics responsibilities</p> <ul style="list-style-type: none"> 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. Derive knowledge from, and offer narratives on, information gathered, providing users with clear and actionable insight towards ActionAid's continual improvement. 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). Track and report on analytics and conversion rates to ensure our platforms engage rather than broadcast and ensure Search Engine Optimisation (SEO) as relevant. Run ad-hoc web, social and media reports for internal clients. Train designated members of staff to run key reports relevant to their needs. <p>Content management and social</p> <ul style="list-style-type: none"> Support Campaigns and Digital Content team with drafting and 		

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	<p>editing of strategic content for the website and social media channels, including blogs, report blurbs, posts and stories.</p> <ul style="list-style-type: none"> • Manage and upload content to our flagship website via the Content Management System. • Manage passwords and permissions for third-party access to the Content Management System and social media services. • Support social media management and engagement. • Upload and schedule daily social posts and planning for proactive campaign and media moments. • Proactively contribute to daily social content and suggesting posts, based on the results of analytics. • Train designated members of staff in the use of the Content Management System and social media tools. • Analyse results of Google Analytics, website surveys, stakeholder questionnaires and posts on social media, helping to amend the strategy on an ongoing basis. • Engage with external stakeholders, coordinating with counterparts at partners and within NGO networks around digital communications for shared campaign work and product launches. • Take an active role to provide social media support in relevant global networks to plan and deliver joint advocacy and campaign moments.
<p>System, Policies and Procedures and Product Management</p>	<p>Client side Maintenance of Digital Properties</p> <ul style="list-style-type: none"> • Manage ticket-based maintenance backlog for the flagship website, including existing as well as new features. • Being the point-of-contact for our third-party web development agency. • Help to define and specify requests for new features and website functionality. • Manage client side approvals processes for user-acceptance testing and deployment.
<p>Issue Resolutions, Crisis/Risk Management</p>	<p>Identify and assist in managing social media reputational risks</p> <ul style="list-style-type: none"> • Lead on social media listening and escalate potential crisis issues as necessary.
<p>Communications, Influencing and Coordination</p>	<p>Stakeholder engagement for communications channels</p> <ul style="list-style-type: none"> • Set and implement engagement strategies for internal and external stakeholders of the website and social media channels. • Design and host webinars, training and guidelines on social media toolkits and content creation to increase brand consistency and recognition. • Prepare simple “how to” sheets on common errors, requests and needs.
<p>Other functional priorities</p>	<ul style="list-style-type: none"> • Manage the Communications Team’s data-gathering and analytics responsibilities

	<ul style="list-style-type: none"> • Develop and implement a fresh tone of voice across platforms.
	<ul style="list-style-type: none"> • Client side Maintenance of Digital Properties
	<ul style="list-style-type: none"> • Participate in reputational and safeguarding crisis mitigation
	<ul style="list-style-type: none"> • Stakeholder engagement for communications channels

PERSON SPECIFICATIONS	
Education and Qualifications	<ul style="list-style-type: none"> • University degree in digital journalism or equivalent experience.
Essential Experience	<ul style="list-style-type: none"> • Previous experience of delivering digital or communications strategies for charities, NGOs, 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 working with various Content Management Systems (including Drupal) with the degree of proficiency required provides 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. • Proven experience of planning and coordinating priorities and creating processes and tools to support effective planning.
Essential Knowledge	<ul style="list-style-type: none"> • Knowledge of emerging trends in digital community building and content.
Essential skills	<ul style="list-style-type: none"> • Ability to work in a fast-paced multicultural context/environment and demonstrate innovative practices. • Excellent project management skills and the ability to initiate, coordinate and deliver on web, social and online campaign and engagement projects that involve a number of other parties. • Multi-tasking – hands on working in a charity with limited resources. • Ability to identify and troubleshoot problems. • Exceptional interpersonal skills and ability to quickly develop effective working relationships with a diverse stakeholder group.

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	<ul style="list-style-type: none"> 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 social justice
Language requirements	<ul style="list-style-type: none"> Excellent verbal and written communication skills in English

People Management Responsibility		
Approximate number of people managed in total		0
1- Team members	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 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

Prepared by: _____ Signature _____ Date: _____

Reviewed by: _____ Signature _____ Date: _____

Received by: _____ Signature _____ Date: _____