

JOB DESCRIPTION

Job Title:	Digital Communications Coordinator
Location:	London
Reporting to:	Communications Manager
Management responsibility (if applicable)	Line management of internal communications and IT assistant; management of external digital consultants (Google Adwords, Website developers, Social media).
Salary:	£30,000 - £36,000
Contract terms and hours:	Open contract, the standard working week is 37.5 hours
<p>Background:</p> <p>Saferworld is an independent international organisation working to prevent violent conflict and build safer lives. We work with people affected by conflict to improve their safety and sense of security, and conduct wider research and analysis. We use this evidence and learning to improve local, national and international policies and practices that can help build lasting peace. Our priority is people – we believe in a world where everyone can lead peaceful, fulfilling lives, free from fear and insecurity. We are a not-for-profit organisation operational in 12 countries across Africa, Asia and the Middle East.</p> <p>The primary purpose of the communications team is to lead, facilitate and support collaborative efforts across the organisation to reinforce Saferworld’s standing as a centre of expertise on peace, gender and security issues and to realise Saferworld’s goals outlined in the organisational strategic plan. This is achieved through ensuring the production of high quality, relevant and timely communications that are coordinated across our different geographic and thematic priorities and delivered via our communications platforms.</p>	
<p>Job purpose:</p> <p>This position is an exciting opportunity for a digital communications specialist to play a role in Saferworld’s communications team and support teams in their communications outputs.</p> <p>The Digital Communications Coordinator will support the effective delivery of Saferworld’s communications strategy and will be responsible for coordinating content for digital channels, including Saferworld’s social media accounts and managing the Saferworld website. The post-holder will work closely with communications colleagues to edit a range of material for online publication. A key aim will be to lead the development of a digital strategy.</p>	
<p>Roles and responsibilities:</p> <p>Strategy and development</p> <ul style="list-style-type: none"> • Develop strategies, tools and applications to increase supporter conversion, engagement and retention, using a thorough understanding of our audience. • Keep abreast of development in the digital arena, identify new digital opportunities and be a digital champion for the charity. • Develop a digital engagement strategy, including search engine optimisation across all of our online content. • As part of the communications team, support the communications manager to develop, implement and evaluate Saferworld’s communications strategy. 	

- Ensure organisational messaging is implemented consistently across the range of communications materials, in line with Saferworld's editorial and brand guidelines.

Content development, production and promotion

- Coordinate and steer development of digital content strategy, digital engagement and upcoming content plan, ensuring content is coherently scheduled.
- With the communications team, plan and produce compelling web content which brings our mission to our target audiences and makes a lasting impact in supporting our communications objectives.
- Edit web content including blogs, case studies, and comment pieces in line with Saferworld's editorial standards.
- Work with the policy, advocacy and country teams to plan and develop content. Use a range of innovative formats like infographics, stories and blogs to translate often complex stories into accessible formats for online readers.
- Locate and work with third party organisations and bloggers to promote the organisation.
- Support offline events with online copy and live-tweeting.
- Design content optimised for conversion and search engine optimisation.
- Oversee the production and distribution of Saferworld's monthly e-newsletter and other email updates.

Saferworld's website

- Continually improve Saferworld's website to provide trusted, interesting, informative and personalised up-to-date online content; work with internal contributors to make sure their content reflects our standards and expertise.
- Manage the upkeep and development of Saferworld's English, Arabic, Chinese and Russian websites.
- Work with IT developers and third party providers on technical issues or development.
- Manage Saferworld's google adwords account.
- Ensure corporate identity is adhered to online and all legal requirements are met, while working towards accessibility in all content across a range of devices.
- Design content optimised for conversion and search engine optimisation.

Social media

- Manage Saferworld accounts across all major social media platforms: Twitter, Facebook, YouTube, and LinkedIn.
- Proactively approach communications on allocated accounts and ensure a steady ensure consistent messages are communicated with support from the communications officers.
- Ensure all social media communication takes into account country and issue specific sensitivities.
- Support communications officers in checking our online forums and posting updates where appropriate.
- Keep up to date of upcoming trends and developments within the field of social media and how these can be incorporated into Saferworld's social media.
- Keep the communications manager informed of significant problems that might jeopardise the wellbeing of the organisation, informing regional heads and the executive team where necessary.

Monitoring, evaluation and reporting

- Monitor, evaluate and communicate statistics and results from our digital work, including on the performance of the organisation's digital channels using tools like Google Analytics and Sprout Social.
- Provide suggestions for improvement of digital content based on MEL.
- Monitor and evaluate content tracking indicators, report on key outcomes, and assess implications for future approaches as part of the communications team monthly monitoring.
- Report on specific content as needed for donor reporting.
- Evaluate and communicate statistics and results of our digital content within Saferworld.

Capacity building

- Train other members of the organisation in digital skills where possible and run sessions within the communications learning group as needed.
- Train other Saferworld teams on wider communications and on digital content creation.

Key working relationships

- **Colleagues in the communications team**– Work collaboratively; share information; implement communications strategy; support communications team colleagues on content as needed, report on progress made across the communications team.
- **Colleagues in policy advocacy and research teams**– Support the production and dissemination of blogs, comment pieces, social media and case for Saferworld policy, advocacy and research teams. Work with teams to disseminate content digitally.
- **Colleagues in programme teams** – Support teams in developing, editing and producing digital content including blogs, case studies, comment pieces and digital material. Act as communications point person for specific programme teams, providing support and facilitating monthly coordination calls.
- **External stakeholders** – Maintain and develop new relations with web developers, social media account systems, Google Adwords and digital stakeholders.

Scope and accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • The post-holder is expected to demonstrate leadership and innovation regarding communication internally and externally in order to contribute to the achievement of our strategic objectives and cross-cutting priorities.
Financial resources	N/A
Other resources	<ul style="list-style-type: none"> • Shared responsibility for quality, accuracy and maintenance of website, social media, databases and systems. • Responsible for Google Adwords.
People management	<ul style="list-style-type: none"> • Line management of internal communications and IT assistant.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Responsible for Google Adwords compliance and website and digital GDPR compliance.

Person specification**Knowledge, qualifications and experience**

- Relevant experience in a communications, digital or publications role, within the NGO sector.
- Excellent skills writing and editing for different audiences.
- Experience in content coordination and in developing and managing website content.
- Experience of managing social media accounts.
- Excellent knowledge of content management systems and monitoring systems.
- Experience of line managing staff, interns or volunteers.
- Experience of communications work in a multilingual environment and with staff in different locations.
- Relevant qualification in communications, digital or international relations.
- Knowledge of international relations or a strong interest in the field.
- Experience in working on video production.

Skills and abilities

- Excellent written and oral communication skills for different audiences.
- Excellent editing skills; ensuring high quality, tailored written communication outputs for different audiences.
- Ability to manage and prioritise workload with competing deadlines.
- Well-organised with meticulous attention to detail, calm and adaptable
- Ability to work on own initiative and within a team.
- Project management skills to ensure timely and quality communications products by working with external and internal stakeholders.

- Basic knowledge of InDesign.
- Good interpersonal skills and proven ability to work as an effective team-player.
- Proven ability to work with remote teams to deliver projects.
- Ability to work in a non-partisan manner, sensitive to differences of ethnicity, religion and gender.

Personal qualities

- Commitment to improving internal and external communications and to fostering a collaborative work environment
- Commitment to and compliance with Saferworld's safeguarding principles
- Commitment to respect and value equality and diversity, and understanding of how this applies to own area of work
- Commitment to own continuing personal and professional development
- Commitment to the vision, mission and values of Saferworld

Other requirements

- Required to travel to Saferworld programme contexts up to two months (across the year) annually.

Application process

To apply: Download and complete an application form at <http://www.saferworld.org.uk/jobs/jobs> and send to Marie Aziz at jobs@saferworld.org.uk (Ref: DCOM 19)

Deadline for applications: 4 December 2019