



CARE INTERNATIONAL SECRETARIAT

JOB DESCRIPTION

| | |
|-----------------------|--------------------------------|
| Position Title | Digital Communications Officer |
| Location | UK based |
| Supervisor | Global Content Manager |
| Date | February 2024 |

Type of Contract: Contract managed by your hiring office, following labour conditions and regulations adhered to by that office.

BACKGROUND

CARE's vision is to seek a world of hope, inclusion, and social justice; where poverty has been overcome and people live in dignity and security. CARE¹ puts gender equality, diversity, and inclusion at the centre of all we do because we know that we cannot overcome poverty and social injustice until all people have equal rights and opportunities. CARE's Vision2030 places gender equality at the heart of our ambitions and it radiates through all our work at the level of individuals, teams, the organisation, our programs and our partnerships.

CARE International (CI) is among the world's largest international non-governmental humanitarian relief and development Confederations. Drawing on its 75 years of experience, through its 21 Members, Candidates and Affiliate, as both a practitioner and thought leader, CI's work reaches over 100 countries worldwide to save lives, defeat poverty and achieve social justice.

At the core of the Confederation is a small, globally distributed Secretariat, which provides coordination and support to its members in many areas as governance, strategic planning, communications, membership development and accountability, advocacy, and program development. CARE International is committed to gender equality and inclusion, gender justice, human rights and women's and girls' empowerment. This commitment is manifested at the individual and team level as well as in our programming, communications, fundraising and advocacy.

POSITION SUMMARY

The main purpose of this role is to provide day to day support to the management of CARE International's global platforms (website and social media), monitor performance and support effective and timely communications planning globally. This is an exciting entry level position for those passionate about digital communications and engagement, and its intersection with social justice.

Main Responsibilities: - Key areas of responsibility but not limited to:

Support to Global Digital Platform Management (70%)

- Support the day-to-day management of CARE International Secretariat's digital platforms including website and social media.
- Producing copy and graphics according to the guidelines agreed with Global Content Manager.
- Editing and uploading content to the CARE International website according to the digital strategy and guidelines set by the Global Content Manager.
- Act as the focal point for contact with the website development agency, overseeing technical upgrades and developments

- Support communications planning including management of a global external calendar with relevant dates and events to guide digital content creation.
- Support the management of social media dashboards and the elaboration of performance analysis with a view to improving outreach and optimizing content.
- Support the knowledge management of relevant materials for the digital content team.
- Actively seek out new trends and opportunities in the digital space.
- Support the Global Content Manager in other activities as required.

Support to Global Communications Working Group Coordination (20%)

- Support the Global Content Manager in implementing global communities of practice and content support.
- Manage internal engagement plan and calendar for communications team, ensuring timely coordination moments, sourcing translations, and setting up technical requirements

Support to Advocacy and Communications Department (10%)

- Work with the Knowledge Management and Learning officer in support of strong internal communications, in alignment with the wider CI Secretariat, using the latest digital technologies to support confederation engagement with the work of the CI Secretariat.

WORKING RELATIONSHIPS

Internal

CI Secretariat staff, CARE International communications staff and communications colleagues in the wider CARE network.

External

Work with suppliers

Team

Reports to the Global Content Manager, works closely with the Knowledge Management and Learning Coordinator, the Humanitarian Communications team and wider advocacy team.

Supervisory responsibilities

None

QUALIFICATIONS & EXPERIENCE

Required

- 1-2 years of experience in website and social media management
- Solid understanding of communications principles and approaches and excellent communication skills
- Experience working with a Content Management System, with an understanding of SEO principles. Knowledge of Drupal a distinct advantage.
- Competent in the use of Canva or similar platforms for social media content production. Knowledge of Adobe Creative Suite, video-editing software, and graphic design skills a distinct advantage.
- Excellent command of the English language. Knowledge of French, Spanish or Arabic a distinct advantage.

Desired

- Experience in digital communications and content production for an international relief or aid organization
- Strong knowledge of CARE's work or work of peer organization

- Project management experience
- Experience with tools and platforms for knowledge management such as Sharepoint, and Microsoft Teams
- Experience in monitoring content performance using analytics tools for social media and web and in ways that have improved performance and audience engagement
- Degree in Communications, Media, Film, Social Development or related field

Work attributes:

- Proactive approach to work planning and prioritisation
- Ability to work under pressure and deliver to deadlines
- Excellent attention to detail
- Good communication and team-working skills
- Demonstrable interest in, and knowledge of, CARE's work, international development and humanitarian relief, especially on issues impacting gender equality
- Commitment to diversity, inclusion and anti-racism

CARE International is committed to preventing all unwanted behaviour and all forms of misconduct at work, including fraud and corruption and sexual harassment, exploitation and abuse, and child abuse. Everyone who works for CARE is expected to share this commitment and work within CARE International's Safeguarding Policy and sign our Safeguarding Code and Conduct.

CARE International is committed to a safe recruitment process to help attract and appoint the right staff for the role and responsibilities set out in the vacancy notice. All offers of employment will be subject to satisfactory references and appropriate screening checks, which can include criminal records and terrorism finance checks. We will seek at least two references, one of which must be your most recent employer. In addition, we participate in the [Misconduct Disclosure Scheme](#) and will request information from job applicants' previous employers, about any findings of sexual exploitation, sexual abuse, child abuse and/or sexual harassment during employment, or incidents under investigation when the applicant left employment. By applying, you confirm your understanding and agreement of these checks.

CARE seeks to improve the lives of the most marginalized, particularly women and girls. Our diversity is our strength. We encourage people from all backgrounds and experiences to apply.