



## **JOB DESCRIPTION**

<b>Job Title:</b>	Digital Communications Officer
<b>Reports to:</b>	Executive Director
<b>Responsible for:</b>	Interns and or freelancers
<b>Salary:</b>	£27,500 - £29,850
<b>Hours:</b>	35 hours per week
<b>Terms:</b>	12-month fixed-term contract, (possibility of renewal, subject to funding)

## **About FORWARD**

The Foundation for Women's Health Research and Development (FORWARD), founded in 1985, is an African-led women's rights organisation that champions the equality and rights of African women and girls in the UK, Europe and Africa. We work to end all forms of violence against women and girls from female genital mutilation and child marriage to domestic and sexual violence. We tackle abuse and discrimination, enabling African women and girls to have the dignity, health and equality they deserve.

At FORWARD, we focus on personal stories and the bigger picture. We support affected women and girls on the ground – bringing together communities, developing skills and knowledge, and nurturing young women leaders of tomorrow. And it's why we work strategically to challenge and support decision-makers and practitioners, conducting community research, building partnerships and creating opportunities to transform lives.

For over 35 years, FORWARD has been speaking with one voice to safeguard the rights and dignity of African women and girls, wherever they live.

## **Job Purpose**

FORWARD is seeking an experienced digital communications officer to manage FORWARD's digital work. You will be responsible for growing and expanding our digital and social media presence, and improving our user and donor experience. You will manage FORWARD's digital communications, oversee the content and design of our digital marketing materials and publications, as well as work closely with team members to develop creative content to communicate the stories of change and impact of our programmes.

You will bring your strong knowledge of social media and website management, as well as the ability to use digital analytics to improve comms performance. You are a natural communicator with a flair for writing captivating prose, and can work not only as part of a team, but also independently and on your own initiative.

This is an exciting opportunity to make a significant contribution to the growth of FORWARD's digital presence and further the reach and impact of the important work of the organisation.

## **Key Duties and Responsibilities**

### **Social media management**

- Manage FORWARD's social media accounts and grow engagement and visibility across different audiences (e.g. young people, community members, professionals, policy makers, donors and supporters)
- Write dynamic and compelling social media posts and campaigns and present FORWARD's services, projects and activities with clarity and impact
- Stay up-to-date with VAWG-related public affairs and engage appropriately with relevant policy discussions on social media
- Respond appropriately and sensitively to any queries or feedback raised via social media
- Develop clear objectives and Key Performance Indicators for social media and produce quarterly analytics reports using tools such as Hootsuite.
- Ensure all social media channels are optimised for donations to improve experience

### **Website Management**

- Manage FORWARD's website - create and update website content on regular basis to ensure content is engaging and up-to-date
- Review and update website pages as necessary to ensure user and donor journeys are seamless and optimised
- Manage Google AdWords account with external supplier. Advise on advertising content and ensure the account is effective in driving website traffic.
- Support FORWARD's existing digital fundraising platforms and campaigns e.g. Just Giving, Easy Fundraising, Amazon Smile
- Use google analytics to assess website performance, and create strategies to grow and improve web traffic metrics, subscribers' base, and donations
- Work with website host to identify and respond to any technical website issues
- Ensuring compliance of the website with UK laws and GDPR regulations

### **Communication, content creation and information dissemination**

- Work with team leads to create and write engaging content for our quarterly e-newsletter
- Write impactful bi-annual e-newsletters to donors to improve stewardship and ensure a positive donor experience
- Support and oversee the design of publications, communication and campaign materials (e.g. digital brochures) and ensure that designs are impactful and are in line with brand guidelines.
- Oversee the development, design and copywriting of our annual report, to ensure compelling and impactful content and design.

### **General Responsibilities**

- Adhere to the ethos and spirit of FORWARD and endorse an organisational culture that embraces diversity, transparency and participation as a core value.
- Supervise interns and volunteers as and when required
- Be proactive in keeping up to date with developments and trends relevant to your role, and identifying personal opportunities such as training
- Comply with FORWARD's policies, code of conduct and practices
- Carry out other associated duties as may arise, develop or be assigned.
- Protect the charity's reputation online and offline and ensure due diligence to protect vulnerable individuals and children in a digital context

**CONFIDENTIALITY CLAUSE**

All staff have a duty of confidentiality to FORWARD which exists in Common Law. FORWARD has a duty to maintain strict confidentiality in relation to information and the whereabouts of its users, to keep safe and secure all information given to its staff in the course of their duties. This applies not only during the course of employment but also after termination of employment. This confidentiality clause covers such matters as knowledge of FORWARD's business, information on our users, business contacts, policies and procedures.

**ADDITIONAL INFORMATION**

The above job description reflects the position at the time of writing; it is not intended to be a task list but indicates the general level of work involved. It is expected that duties will be reviewed and revised as required.

