



CARE INTERNATIONAL SECRETARIAT

JOB DESCRIPTION

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| Position Title | Digital Communications Coordinator |
| Location | UK based, remote working as we are currently identifying future office space and related options |
| Supervisor | CI Head of Global Communications |
| Date | September 2021 |
| Salary | Competitive salary and benefits package (including pension contribution, 5 weeks holiday plus Christmas office closing). |

BACKGROUND

CARE International is one of the world's leading humanitarian organisations, fighting poverty and inequality in 100 countries. It's an exciting time to join CARE. Overall, the Confederation is moving towards a new vision of global influence and impact with a unified approach and interdependent way of working. CARE's global program strategy drives a significantly step up our ambition to save and protect lives in emergencies and bring lasting change through our programs which focus on smart solutions and empowering women and girls. To resource our bold vision, we need to accelerate and strengthen external communications plans, and this role is key to this growth.

The main purpose of this role is to manage and develop the CARE International Secretariat's digital channels, including the corporate website and social media accounts. The successful candidate will lead coordination and knowledge sharing across the organisation globally to build a thriving community of content and digital specialists in order to plan, co-create and curate global multimedia content, as aligned with the global calendar and overall communications strategy.

The ideal candidate is a tech savvy storyteller, on the front foot of new and emerging digital technologies and approaches. With strong project management skills, and an emphasis on digital monitoring and evaluation, the role requires a combination of strategic thinking with hands-on implementation in fast-moving contexts, all while working collaboratively with a variety of departments and diverse global teams to support thriving digital and content communities of practice within CARE.

POSITION SUMMARY - Key areas of responsibility but not limited to:

Global Digital Platform Management (approximately 50%)

- Manage CARE International Secretariat's digital platforms including website, and social media using the latest cutting-edge tools and technologies to drive more innovative approaches
- Develop digital content that engages and inspires institutional and thought-leadership audiences, including by producing blogs and data visualisation assets for dissemination of global impact reports and analysis
- Manage social media dashboards and conduct performance analysis with a view to improving outreach and optimising content
- Alongside the Humanitarian Communications Coordinator, support the Head of Global Communications as required, and specifically on crisis communications.
- Develop and manage databases of graphic designers, multimedia producers and content agencies, and project manage when required.
- Assist with CARE International's website redesign (ongoing) including coordinating content development and acting as liaison between the agency and CARE staff

Global Digital Working Group Coordination (approximately 50%)

- Chair and facilitate global communities of practice relating to digital communications and multimedia content to provide leadership and coordination across the CARE Communications Working Group
- Support the development of digital content (short videos, infographics, and imagery) for regional and country offices
- Lead management and implementation of CARE International Global Content Fund for local storytelling with investing parties
- Build and deliver guidelines/training/tools and templates on digital/social media best practice for wider use by the CARE Confederation
- Working alongside the CI Humanitarian Communications Coordinator, report impact on a quarterly basis across the confederation
- Continually scanning the horizon for new opportunities in the digital space to share across relevant working groups
- Alongside the rest of the global communications team, act as a champion of CARE's Global Communications Commitments to continue to promote diversity, inclusion and a decolonial approach to CARE's external and internal communications practices

WORKING RELATIONSHIPS

Internal

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

External

Work with suppliers and consultants

Team

The Communications Coordinator reports to the CI Head of Global Communications and works closely with the Humanitarian Communications Coordinator.

Supervisory responsibilities

CI intern

QUALIFICATIONS & EXPERIENCE

Required

- Academic degree or relevant diploma in digital communications, multimedia tools and techniques desired
- 3-5 years of experience in delivering digital communications including producing written and visual multimedia products and stories
- Solid understanding of communications principles and approaches and excellent communication skills
- Knowledge of HTML, and understanding of SEO and SEM principles. Knowledge of Drupal a distinct advantage
- Competent in the use of Adobe Creative Suite, CANVA, video-editing software, digital content management systems and graphic design skills for social media
- Proven experience of monitoring content performance using analytics tools for press, social media and web and in ways that have improved performance and audience engagement
- 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, Facebook Workplace and Microsoft Teams

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
- Experience of successfully influencing staff at all levels within an organisation
- Demonstrable interest in, and knowledge of, CARE's work, international development and humanitarian relief
- Commitment to diversity, inclusion and anti-racism

We are committed to preventing all unwanted behaviour at work. This includes sexual harassment, exploitation and abuse, and child abuse. We expect everyone who works for us to share this commitment by understanding and working within the CARE Safeguarding Policy and related framework.

CARE International has a zero-tolerance approach to any harm to, or exploitation of, a vulnerable adult or child by any of our staff, representatives or partners. CARE International reserves the right to seek information from job applicants' current and/or previous employers about incidents of sexual exploitation, sexual abuse and/or sexual harassment the applicant may have been found guilty to have committed or about which an investigation was in the process of being carried out at the time of the termination of the applicant's employment with that employer.

By submitting the application, the job applicant confirms that s/he has no objection to CARE International requesting the information specified above.

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. We participate in the [Inter Agency 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.

HOW TO APPLY

Interested and qualified candidates, with valid work authorization in the UK, should submit their **CVs and a brief covering letter of interest in English to cirecruitment@careinternational.org by October 31st, 2021. Only short-listed candidates will be contacted.**

More Information on CARE International is available at www.careinternational.org.

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.