

## Communication Officer

### Job Description

**Working hours:** Part-time [2 or 3 days a week]

**Location:** Manchester / Stockport

**Reporting to:** CEO

**Responsible for:** interns

**Salary:** £1,150 per month @ 3 days/week [£23,000 FT equivalent]

#### **Purpose of Role:**

- To raise awareness and visibility of Doctors Worldwide to its various stakeholders by developing content and copywriting for use on various online and offline platforms.
- To support the implementation of Doctors Worldwide's communication strategy, communication guidelines & branding guidelines including development.
- To support the income growth by leading, co-ordinating and developing content suitable for digital fundraising platforms and digital marketing as part of the digital strategy.
- To analyse and keep track of user engagement through Doctors Worldwide's various platforms including monthly reporting.
- Managing and regularly updating all online communication platforms such as Facebook, Twitter, Instagram and Website, including donor engagement through e-mail marketing.
- Develop and lead Doctors Worldwide's programme communications alongside programmatic/project staff including raising visibility, awareness and engagement.
- To oversee the fundraising communications alongside the fundraising manager including religious fundraising moments such as Ramadhaan both online and offline.
- To overall communicate Doctors Worldwide's work succinctly, impactfully and within short character spaces on social media, as well as write and oversee annual reports and public communications.

#### **Key Areas of Responsibility:**

1. Content Development & Copywriting
2. Strategic Communications
3. Marketing Communications
4. Online/Offline Fundraising / Programme Appeals of DWW work
5. Brand Management
6. External/Offline Media Presence
7. General Communication Development
8. Digital Strategy - E-mail Marketing, Social Media, On-line Presence, Website
9. Communication databases

>>>

**Person Specification:**

<b>Communication Officer, Doctors Worldwide</b>	<b>Essential</b>	<b>Desirable</b>
<p><i>Character</i></p> <ul style="list-style-type: none"> <li>• Self-disciplined</li> <li>• Trustworthy</li> <li>• Proactive nature, self-driven</li> <li>• Professional and friendly attitude</li> <li>• Maintains confidentiality at all times</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
<p><i>Experience</i></p> <ul style="list-style-type: none"> <li>• At least 2 years' experience in a communication role or experience</li> <li>• Proven experience developing and overseeing online and offline content</li> <li>• Experience of running successful communication campaigns</li> <li>• Experience of the UK donor market</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p>
<p><i>Skills</i></p> <ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills</li> <li>• Copywriting</li> <li>• Excellent eye for detail and accuracy – text and design</li> <li>• Ability to quickly get to grips with new subject areas</li> <li>• Ability to work with minimum supervision</li> <li>• Ability to work creatively and proactively and use own initiative</li> <li>• Strong organisational and time management with the ability to plan and prioritise a diverse workload</li> <li>• Excellent Information Technology skills</li> <li>• Ability to develop, edit and produce videos and quality photographs</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p>
<p><i>Knowledge</i></p> <ul style="list-style-type: none"> <li>• Knowledge of what makes a good story, telling a story and communicating impact</li> <li>• Knowledge or interest in the work of charities</li> <li>• Knowledge of Adobe packages including Photoshop, InDesign and Illustrator would be an advantage</li> <li>• An understanding of social media and how it can be used to promote Doctors Worldwide</li> <li>• An understanding of Digital Marketing would be an advantage</li> <li>• Detailed working knowledge of online systems such as Wordpress, MailChimp would be an advantage, or ability to learn</li> <li>• Understanding of international development and health contexts is desirable or ability to learn</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>
<p><i>Commitment</i></p> <ul style="list-style-type: none"> <li>• To grow, learn and develop in their field of work</li> <li>• Commitment to stay ahead of the emerging trends, technologies and platforms for effectiveness and organisational development</li> <li>• Willingness to travel around the UK and internationally</li> <li>• Passionate and motivated about charity work</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	

<ul style="list-style-type: none"><li>• Enthusiastic and flexible work ethic, with willingness to work beyond expected duties in order to achieve organisational objectives</li><li>• Adopt a holistic approach to their role within the organisation</li></ul>	X	
---	---	--

To apply for this post, please email your CV with a covering letter [8,000 words maximum] demonstrating your suitability to the post to [info@doctorsworldwide.org](mailto:info@doctorsworldwide.org)

**Application closing date: 11pm Sunday 28<sup>th</sup> October 2018**

**Interviews will be carried out on the week of 29<sup>th</sup> October 2018**