

Communication Officer

Job Description

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

Location: Manchester / Stockport

Reporting to: CEO

Responsible for: interns

Salary: £19,000 [full time 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.
- To support the income growth by leading, co-ordinating and developing content suitable for offline fundraising, as well as 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 online/social media 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 Ramadhan 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.

Core Skills:

The following skills are core to the role and prospective candidates are invited to demonstrate these through their cover letter and the interview day.

- a) Attention to detail – editorial eye
- b) Excellent written English / copywriting
- c) Ability to manage a diverse workload
- d) Creative / initiative led in developing online/offline communication campaigns

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:

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

<ul style="list-style-type: none"> • Commitment to stay ahead of the emerging trends, technologies and platforms for effectiveness and organisational development • Willingness to travel around the UK and internationally • Passionate and motivated about charity work • Enthusiastic and flexible work ethic, with willingness to work beyond expected duties in order to achieve organisational objectives • Adopt a holistic approach to their role within the organisation 	X X X X X X X	
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To apply for this post, please email your CV with a covering letter [3 pages maximum] demonstrating your suitability to the post to info@doctorsworldwide.org

Application closing date: **2nd January 2020**

Interviews will be carried out on the 7th and 8th of January 2020