

# Practical ACTION

## Job Profile

## SENIOR DIGITAL COMMUNICATIONS OFFICER



# Practical Action

## ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We're a global change-making group, working with communities who are vulnerable to poverty and climate change to support them to change their world. Together we develop innovative, community powered and locally owned solutions that achieve transformative change in lives and livelihoods. And we work with a range of partners, including governments, business and international organisations to ensure improvements are sustained and scaled and to change the systems that keep people poor and vulnerable.

We were founded in 1969 by radical economist EF Schumacher who challenged the development thinking of the time. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all and living within the planets means. This ethos continues to fuel all our work. Schumacher was the author of 'Small is Beautiful: A study of economics as if people mattered'. In our work we start 'small', ensuring we understand what is already working but we aim big focussing on what will deliver the systems change required.

We have over 50 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

## OUR AIMS

We work across four thematic areas. Much of our most impactful work combines our expertise across issues to solve complex and interconnected problems such as supporting smallholder farmers with renewable energy to increase yields and open up bigger opportunities for the wider economy.

**Harnessing energy that transforms** for the one billion people without electricity, and the three billion people without clean cooking solutions. We're bringing together rural communities, displaced people, energy providers and decision makers to put clean energy to work. By 2025, our work with partners will have led to affordable, low-carbon energy access and cleaner cooking for two million people in 'last mile' communities and 18 million people through wider systems change.

**Building resilience that protects** for vulnerable people whose lives and livelihoods are threatened by climate-related and natural hazards. We're working with people threatened by natural and climate related hazards, reducing vulnerability and minimizing the impact on their lives and livelihoods.

By 2025, our work with partners will have enhanced risk knowledge systems so that four million people living in hazard-prone, climate-vulnerable communities are better protected.

**Making cities fit for people** for the millions of people living in urban slums and settlements without proper sanitation, clean water and waste services. Our work with communities is making cities in poorer countries cleaner, healthier, fairer places for people to live and work, with clean water for drinking and sewage safely contained, collected and processed. By 2025, our work with partners will have led to improved water, sanitation and waste management services for one million people living in slum communities and a further 2.4 million people through wider systems change.

**Cultivating farming that works** for smallholder farmers struggling to make a sufficient income and adapt to the negative effects of climate change. We're teaming up with smallholder farmers, many of whom are women, so they can adapt to climate change and achieve a good standard of living. By 2025, our work with partners will have improved food security and incomes for two million people in rural communities and a further one million people through wider systems change.

# Practical Action

## ABOUT THE ROLE

### Our Vision

**Practical Action's vision is of a world that works better for everyone.**

### Scope

<b>Title</b>	Senior Digital Communications Officer
<b>Reporting to</b>	Integrated Brand and Communications Manager
<b>Groups</b>	Digital, Media & Stories, International Communications, Creative, Marketing & Campaigns, Supporter Experience, Business Development, and Influence, Impact & Innovation.
<b>Location</b>	Hybrid, must be able to commute to/ work from Practical Action's Rugby Office in Rugby when required.
<b>Duration</b>	Permanent
<b>Grade</b>	C
<b>Travel</b>	Although this role doesn't require international travel, there might be some cases in which the post holder will be asked to travel abroad.

### About the Role

Working collaboratively with stakeholders across the organisation, the Senior Digital Communications Officer plays a crucial role in developing and implementing a Social Media strategy and Digital Communication plans that are aligned and feed into Practical Action's Global Communications strategy. In addition to managing the group social media profiles and digital communities, the Senior Digital Communications Officer will coordinate the creation and optimal utilisation of digital content across various platforms and channels, reaching and engaging a variety of audiences, and making decisions and recommendations based on data insight.

The Senior Digital Communications Officer will always be looking for new and effective ways to communicate our key messages online, keeping up to date with digital trends and best practice and eager to share what they learn. They'll collaborate with colleagues from across different teams and geographical locations, providing them the tools and expert advice to represent our brand and work with consistency through digital platforms and achieve our profiling, awareness, fundraising, and advocacy objectives.

### About you

You are a dynamic digital communications professional with a proven track record in developing and executing impactful social media strategies. With a deep understanding of digital trends and best practices, you thrive on using data-driven insights to inform your decisions and enhance audience engagement. Your exceptional communication skills enable you to collaborate effectively with diverse stakeholders, fostering a culture of creativity, knowledge sharing, and consistency across all platforms.

You have a strong background in content creation, with the ability to craft compelling narratives that resonate with various audiences. Your expertise in community management ensures that you can cultivate vibrant online spaces, responding to engagement with thoughtfulness and agility. You are

adept at leveraging social listening tools and other analytics to optimise performance and drive meaningful conversations around key issues in social justice, dignified livelihoods, and climate resilience.

Passionate about international development, you stay informed about emerging digital innovations, always seeking new ways to elevate Practical Action's work and profile. Your leadership style is collaborative and supportive, empowering colleagues through training and guidance while ensuring alignment with our strategic objectives.

If you're ready to take your digital communications expertise to the next level and make a significant impact in a global organisation that is changing the lives of communities at the frontlines of poverty and the climate crisis, we'd love to hear from you!

## Accountabilities

### **Social Media Strategy & Community Management (internal & external)**

- Create and implement a comprehensive social media strategy aligned with Practical Action's organizational objectives.
- Responsible for daily community management on social channels, monitoring engagements, responding to comments and/or escalating as appropriate; including out-of-hours cover during major events or exceptional circumstances.
- Leverage Social Listening tools to optimise our social activity performance and reach through creative engagement tactics, including reinforcing Practical Action's position as a leader in the international development sector.
- Create social media toolkits to allow colleagues and partners to use their own social media channels to share our messaging and campaigns consistently and engagingly.

### **Digital Content Creation & Dissemination**

- Collaborate closely with colleagues from the Brand & Communications unit and beyond in the development and constant optimisation of a content calendar; sourcing stories, updates, and relevant content for digital dissemination across multiple channels including social media and websites.
- Manage the creation of digital content (copy, audio, and graphics including moving image and video), working with cross-functional teams to determine the type of content to produce, and for which platforms, to best meet audience needs and further our objectives.
- Ensure all digital content is engaging, consistent with our brand identity and narrative, and aligned with Practical Action's strategic objectives.
- Proactively seek opportunities to promote Practical Action content through digital channels - owned, earned, paid, and shared-, identifying gaps and opportunities to develop or repurpose existing content.
- Contribute to the development of integrated communications campaigns and initiatives, ensuring strong digital components that complement other channels are factored into the plans.
- Oversee quality assurance, ensuring best practice is adhered to with regards to platform, target audience, accessibility, and other considerations.

### **Digital Channels Reporting**

- Report on relevant KPIs highlighting key achievements, challenges, insights, and recommendations to inform ongoing optimisation.

- Support the optimisation of user experience using testing, data and insight to champion an audience centric approach.
- Stay informed about emerging digital trends, opportunities, and best practices, recommending the incorporation of relevant innovations into our approach.

### **Subject Matter Leadership & Guidance**

- Engage and collaborate with various multi-functional departments across the world, fostering a culture of collaboration and mutual respect.
- Ensure digital channels are consistently maintained across the organisation, working with channel managers to ensure up-to-date branding, messaging, and accurate records of account access.
- Provide expert advice and proactive recommendations to colleagues, giving best practice guidance and promoting the use of digital content in support of annual business plans.
- Support the growth of digital capabilities through delivery of guidance, training, and ongoing coaching of staff.
- In partnership with the Digital Manager and the Head of Brand and Communications, develop, maintain, and ensure compliance of relevant social media policies for employees and teams to follow.

## **PERSON PROFILE**

### **Person Specification**

To be successful in the role, the ideal candidate will be able to demonstrate:

#### **Experience & knowledge** (Essential unless otherwise indicated).

- Proven experience in digital communications, with a strong focus on multi-regional websites and social media strategy and management, ideally in the international development / INGO sector.
- Demonstrable track record of creating and implementing successful social media initiatives for a wide array of audiences with diverse needs, insights, and digital consumption patterns.
- Robust experience using digital analysis and reporting tools (including Google Analytics and social listening) and applying data-driven insights to optimise communication strategies.
- Expert knowledge of each of the major social media platforms (e.g. LinkedIn, Instagram, YouTube) unique opportunities and strengths, and how to leverage them to maximise results.
- Strong understanding of current digital trends, best practices, and emerging platforms.
- Knowledge of SEO, content marketing, and email marketing principles is desirable.

#### **Skills, Abilities and Competencies:**

- Excellent written and verbal communication skills, with the ability to adapt tone and style for different audiences and platforms.
- Strong analytical skills, with the ability to translate digital data into insight and interpret it in simple terms to create accessible reports and actionable recommendations data and insights into recommendations and actions.
- Proficiency in social media management tools (e.g. Sprout Social), content creation apps (e.g. Canva, Adobe Creative Suite) and content management systems (e.g. Wordpress).
- Ability to manage multiple projects and priorities in a fast-paced environment. Proficiency in Project Management tools (e.g. Monday.com, Trello, Asana) is desirable.
- Spotless attention to detail and commitment to high-quality outputs.

- Ability to work with a diverse array of colleagues from multiple backgrounds and cultures at all levels and experience.
- Strong sense of collaboration.
- Creative thinking and problem-solving abilities.
- Excellent oral, listening and visual communication skills

## APPLICATION INFORMATION

### Why join us?

The opportunity to work for an organisation that is making a positive difference to the lives of people worldwide, a friendly and supportive culture, and working with values-driven and highly engaged colleagues are just some of the reasons we think Practical Action is a great place to work.

Our open plan offices are located in the centre of Rugby and near to Rugby train station.

In addition, we offer the following benefits:

- Full time roles are contracted at 35 hours per week.
- Hybrid/flexible working options.
- 27 days' holiday rising with continuous service, in addition to public holidays.
- Pension scheme - employer contributes 10.5% of salary and the employee contributes a minimum of 5%.
- Enhanced family friendly policies, including maternity, adoption, paternity, and shared parental leave.
- Life assurance (3 x annual salary).
- Bike to Work scheme.

### Additional information

Practical Action believes that having a diverse workforce and inclusive workplace culture based on respect will enable us to be an effective organisation. We seek to create an inclusive workplace in which people are accepted as individuals, regardless of their differences and where they feel their contribution is valued. Practical Action is an equal opportunities employer, and we encourage applications from under-represented groups.

We stay committed to cultivating an inclusive and diverse working environment and believe that people from different backgrounds or cultures give us different perspectives, and the more perspectives we have, the more successful we will be. By building a culture where everyone feels heard, respected, and valued we give everyone working with us the opportunity to achieve their full potential.

Practical Action is committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks including criminal checks and terrorist financing.

**The successful applicant must have the pre-existing right to both live and work in the UK.**

**Closing date for applications:** Sunday 20<sup>th</sup> of October 2024. Please note that should we recruit a suitable candidate before the closing date, we will close applications earlier than the specified date.

**Interviews:** It is anticipated that interviews will take place in the week commencing 28<sup>th</sup> of October 2024

If you do not hear from us within four weeks of the closing date, please assume your application has not been successful on this occasion.

### **HOW TO APPLY**

If you want to work for a charity with significant people ambitions, then we would like to hear from you. For more information, please visit our careers page. **To apply please submit a copy of your CV and send us a cover letter or supporting statement that includes answers to the following 3 questions:**

1. What do you consider your key strengths as a digital communications professional, and how do they align with the goals of this role?
2. What motivates you to work in the field of international development, and how does this influence your approach to digital communications?
3. Do you have experience working with colleagues from across the world, providing mentorship in digital best practices and guidance to ensure alignment in brand initiatives