

Job Description

Job title:	Digital Communications Officer
Department:	Communications & Engagement
Responsible to:	Digital Communications Manager
Location:	London - hybrid working, with visits to UWCIO at least once per week
Salary:	£33,900 gross per annum
Working pattern:	Full Time (38.5 hours) - other working arrangements available
Duration of contract:	Permanent

Job purpose

As a Digital Communications Officer, you will provide support in a wide range of digital communications activities, collaborating with many UWC stakeholders including colleagues based in the London and Berlin offices. The Digital Communications Officer will create, develop and deliver content across all UWC International's social media channels in line with our social media strategy and lead on sourcing or creating the relevant, required reporting to demonstrate engagement and impact. You will report to the Digital Communications Manager and will work closely with the Communications Coordinator and Engagement Officer.

Key responsibilities

1. Alongside the UWC International website and social media channels, the Digital Communications Officer will be responsible for the updating and creation of written and visual content for all other UWC International digital platforms, such as email newsletters and internal microsites.
2. Support the Digital Communications Manager, if and when needed, to ensure that the Communications & Engagement team, all UWCIO teams and other UWC stakeholders make the best use of online communication tools to facilitate our work, including project management tools, internal communication tools (especially Slack and Zoom) and Google Workspace (including the maintenance of mailing/access lists).
3. Produce in-house publications and promotional materials, as well as manage and develop UWC's photography and video database.
4. Review digital and social media communications or content produced by other UWCIO teams and UWC stakeholders, offering technical guidance, creative direction and brand management support as appropriate or required.
5. In liaison with the rest of the Communications & Engagement team, respond to queries that arrive at the Communications email inboxes from various stakeholders across the UWC movement.
6. Keep up to date with developments in e-communications, social and audiovisual media and website development, and share/apply this knowledge across the UWC movement.

The above is not an exhaustive list. The job holder will perform other duties as assigned by their line manager.

This job description may not necessarily be a comprehensive description of the post. It may be reviewed and subject to modification or amendment after consultation with the post holder.

Person Specification

	Essential criteria	How it will be assessed*
Experience	<ul style="list-style-type: none"> • Management and moderation of social media channels, including reporting and analytics • Creation of visual content with Canva and/or Adobe Creative Suite • Project management, either as work experience or in similar circumstances (volunteer work, internships, etc.) - (desirable) 	A, I, UT
Skills & knowledge	<ul style="list-style-type: none"> • Good knowledge of digital analytics and tracking, including keyword, search engine optimisation (SEO) knowledge. Ability to manage complex content calendars for social platforms and optimise content for search engines. • Knowledge of or eagerness to learn about digital tools such as Google Workspace, MailChimp, Airtable, Slack and Zoom, with the ability to support others as needed. • Excellent written and verbal communication skills in English • Ability to take initiative and work to deadlines under minimal supervision, but flexible enough to work with sudden changes of priorities, being able to deliver and report upon agreed KPIs, objectives and project outcomes within agreed deadlines. • A proactive attitude and ability to work independently, but recognising the need to collaborate as a team member, with a willingness to support others. 	A, I
Qualifications	<ul style="list-style-type: none"> • Communications/Marketing or related qualifications (desirable) 	A
Competencies	<ul style="list-style-type: none"> • Successfully builds straightforward relationships with stakeholders and can do so with reasonable autonomy. • Ability to communicate in a confident and engaging manner at all levels, for different media and target groups. • A high level of comfort operating in an international and multicultural environment. • Keeps up to date with industry trends and assesses appropriateness for implementation to improve processes and procedures. • Can re-prioritise own workload in response to changes within the team or department and helps others do the same. • Makes reasoned and logical decisions with limited advice even when under pressure. 	A, I

*A = CV + Cover letter - I = Interview - UT = Unseen task - P = Presentation - AC = Assessment Centre

Safeguarding children and young people

UWC International is committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks, including a Basic Disclosure and Barring Service (DBS) check. The post holder will take an active role in ensuring that we are meeting our safeguarding obligations through attending regular training and following the principles learned at all times.