

JOB DESCRIPTION

ROLE DETAILS

Job Title:	Communications Officer (Digital and Content)
Reports to:	Digital and Creative Communications Manager
Line management responsibility:	N/A
Budget responsibility:	N/A
Job Level:	P2 (Professional)
Location:	London, Cardiff, Edinburgh, Manchester or remote within the UK

We operate a remote first working environment whereby staff are able to choose to work from home or their office of reference. Staff are expected to attend in person meetings on a monthly basis to support collaboration and connection with team members.

Hours: Full time (35 hours per week)

We aim to support flexible working as much as possible and requests for non-standard or part time hours will be considered.

ABOUT US

We are Elrha. A global organisation that finds solutions to complex humanitarian problems through research and innovation. We are an established actor in the humanitarian community, working in partnership with humanitarian organisations, researchers, innovators, and the private sector to tackle some of the most difficult challenges facing people all over the world.

Under our [strategy](#), we work within the humanitarian community to build a global research and innovation system that is relevant, responsive to need, and able to effect transformative solutions. Our strategy sets out our [values](#) which are demonstrated in our work and in the way we hold ourselves accountable.

- Putting people at the centre
- Working with others
- Acting responsibly
- Committed to learning
- Inspiring change

Details of our programmes and how we're improving the lives of people affected by humanitarian crises through research and innovation are available on our [website](#).

TEAM

This role sits within the Communications team. A central strategic team, it works closely with all other teams, and leads on our external profile and influence, organisational communications, and extending our reach and engagement so our work in research and innovation can have most impact.

JOB PURPOSE

The Communications Officer (Digital and Content) plays a key role in our busy and ambitious communications team, supporting the growth and maintenance of our digital channels, specifically our website, social media, and newsletters, by creating accessible and engaging content.

The role has a specific remit to proactively lead the delivery of our day-to-day content creation and management of our digital platforms, working closely with the Communications Managers to ensure all materials adhere to and champion Elrha's brand guidelines.

Our Communications team members work together to support Elrha's communications and engagement activities both internally and externally and provide cover for each other in times of peak workloads and team absences. This means undertaking additional responsibilities for other communications-related duties as required. In particular, the role supports the team with horizon scanning, event communications, and collating and analysing data.

KEY ACCOUNTABILITIES

Content creation

- Create engaging and accessible written and visual content, for multiple channels (e.g. social media, newsletters, website) to socialise and amplify Elrha's work, and the communities we work with.
- Create, edit and publish video and audio content for projects, campaigns or organisation needs, as directed by work planning.
- Support the Head of Communications as required with creating and curating digital content for internal communications and information-sharing activities.
- Adhere to and champion Elrha's brand and tone of voice guidelines in all published content.

Digital communications

- Oversee the day-to-day management of Elrha's digital platforms and social media channels, ensuring compliance with digital regulations.
- Develop and implement strategies to grow and engage Elrha's social media communities in line with target audiences and strategic priorities.
- Maintain and optimise Elrha's website using the Content Management System (Webflow), ensuring it remains up to date and effective.

- Work with internal teams to plan and coordinate regular email marketing activities, expanding our subscriber base and driving sustained engagement.
- Ensure Elrha's Digital Asset Management Tool (Canto) is effectively used across the organisation, supporting colleagues to follow guidelines and correctly store and curate assets with appropriate informed consent.
- Gather and analyse data from Google Analytics, Google Data Studio, Hootsuite and our media monitoring platform to provide regular insights into the performance of our communication activities.

Team delivery

- Work collaboratively within the Communications team to support the delivery of targeted communications plans, campaigns, and the overall annual plan, ensuring alignment with Elrha's strategic aims.
- Support the delivery of Elrha-led events—both in person and remotely—as well as Elrha's participation in external events, by creating promotional content, capturing key moments for post-event communications, and ensuring brand consistency.
- Coordinate the Programme Officers and Communications Officers (POCO) group, tracking progress against planned activities and identifying opportunities for communication through collaboration and horizon scanning.
- Deliver training and inductions for colleagues on Elrha's digital platforms and channels as required.

Line management

- Provide effective and timely people management and development to ensure line reports feel engaged, supported and motivated through meaningful objectives which reflect organisational priorities, enabling them to achieve high performance and thrive in their role.
- Ensure Elrha's culture and values are reflected through all people and operational management processes to promote collaborative and positive ways of working between the team and the rest of the organisation.
- Provide effective budget oversight and resource planning for related areas, ensuring compliance with financial and operational processes.

Responsibilities of all Elrha employees

- Promote and adhere to our organisational values at all times, demonstrating behaviour which supports the fulfilment of our strategy and actively contributing cross-functional initiatives.
- Support business development and donor requirements by contributing to bid development and ensuring confidence in Elrha's operational capabilities.
- Ensure management information and shared documents on Elrha SharePoint sites are well maintained according to agreed protocols.
- Work within Elrha's guidelines for flexible and remote working practices, including attending in person meetings in Cardiff and/or London on occasion and as required.
- Undertake any other duties as assigned in support of Elrha's purpose and objectives.

PERSON SPECIFICATION

Essential

Qualifications and experience

- Educated to degree level in communications/marketing or other relevant creative disciplines, or equivalent work experience.
- Experience of creating accessible communications that adhere to best practices and brand guidelines.
- Experience of creating engaging content for a variety of digital platforms including website and social media, both written and visual.
- Experience of filming/recording and editing engaging video and audio content for a variety of audiences.
- Experience of using social media management tools (e.g. Hootsuite) and insights (including Google Analytics) to report and analyse digital communications.
- Experience of using Content Management Systems (ideally Webflow), and online meeting and events software (ideally GoTo Webinar, Zoom and Sli.Do).

Skills, abilities and attributes

- Ability to work with design tools like InDesign or Canva to create/edit graphics.
- Strong writing and editing skills, and the ability to follow and champion brand style and tone of voice.
- Excellent interpersonal skills, including the ability to liaise and communicate with colleagues at all levels of seniority.
- Demonstrate an understanding of our key audience groups with the ability to adapt content according to the purpose of engagement.
- Commitment to promoting and adhering to our organisational values at all times.
- Resourceful, proactive, flexible and with the ability to work independently in a constantly changing environment.
- High degree of computer literacy, including knowledge and experience in the use of Microsoft packages, ideally including SharePoint and MS Project.
- Strong attention to detail and organisational skills including the ability to plan, prioritise and ensure implementation of work to required standards and tight deadlines, sometimes under pressure.
- Willingness to adopt remote working practices including attending offices in Cardiff and/or London on occasion and as required.

Desirable

- Experience of working within the charity sector and/or within international development/humanitarian.
- Knowledge of other working languages relevant to the humanitarian/international development sector.
- Experience of using Google Ads.

- Understanding of digital compliance, eg cookies and General Data Protection Regulation (GDPR) with good understanding of all associated regulations.
- Knowledge and experience of using Customer Relationship Management (CRM) systems (e.g. CiviCRM).
- Relevant qualifications or certifications in communications, digital marketing, data reporting, ideally accredited through membership of a relevant professional body, for example CIPR (Chartered Institute of Public Relations), PRCA (Public Relations Association), Chartered Institute of Marketing.

CHILD PROTECTION LEVEL 1

The responsibilities of the post do not require you to have contact with children or young people.

We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of vetting checks including a criminal records disclosure.