

# JOB PROFILE

<b>Job Title</b>	<b>Digital Communications Officer</b>
<b>Reporting to</b>	Communications and Engagement Manager
<b>Responsible for</b>	Indirect reports: Fundraising and Communications volunteers
<b>Location</b>	Hybrid-working. Working from the DOTW Stratford E15 office for two days per week, with travel to London, within the UK and internationally as required.
<b>Salary and Contract</b>	£30,875 per annum Full Time (35 hrs. per week) 24 months fixed term contract (option to extend)

## Overview

Doctors of the World UK (DoTW) is part of the global Médecins du Monde (MdM) network, which delivers over 400 projects in more than 70 countries, 6,000 volunteers and 5,000 employees. We deliver both emergency and planned medical support, staying to support people in need of healthcare for the long term. We advocate directly for the rights of everyone to access healthcare, no matter who they are or where they are from.

In the UK, we deliver our own domestic programme supporting people excluded from healthcare in the UK, including people seeking asylum and those who are homeless. Across our network we have projects ongoing in countries ranging from emergency responses in Gaza and Ukraine through to development work in Sierra Leone and Myanmar.

This role plays a key part in our fundraising and communications team helping us to meet our fundraising targets and drive growth in both our responsive and strategic communications.

Our vision is of a world in which people affected by war, natural disasters, disease, hunger, poverty, or exclusion get the healthcare they need.

## Job Purpose

The Digital Communications Officer role sits within the Fundraising team which is responsible for the organisation's income, profile, reputation and supporter base through external and internal communications and campaigns. The primary focus of this role will be social media management, with activities extending to other areas of digital communications, including website content and digital advertising production. Reporting to the Communications and Engagement Manager, the Digital Communications Officer will be instrumental in growing our communities and reach online, promoting

Doctors of the World's UK and overseas operations and advocacy, and driving support for our humanitarian organisation.

Key Duties	
<b>Social media</b>	<p>Content Creation and Planning</p> <ul style="list-style-type: none"> <li>• Produce compelling and shareable content for various social media platforms, including text, images, videos, and infographics.</li> <li>• Plan and schedule engaging social media content that aligns with our strategic communications goals to drive audience engagement and growth.</li> <li>• Research and identify relevant opportunities for DOTW to react to news, participate in online discussions and share insights to strengthen the brand's authority.</li> <li>• Develop content in partnership with Doctors of the World volunteers with lived experience of healthcare exclusion to support the organisation's broader advocacy work.</li> <li>• Ensure all social media output adheres to DOTW's values and brand guidelines including language and tone of voice.</li> </ul> <p>Community Engagement</p> <ul style="list-style-type: none"> <li>• Moderate social media channels, responding to comments, messages, and queries in a timely and professional manner.</li> <li>• Foster meaningful interactions with followers to build a supportive and engaged online community.</li> <li>• Identify and develop partnerships or collaborations through social media to amplify DOTW's message and extend its reach.</li> </ul> <p>Monitoring and Evaluation</p> <ul style="list-style-type: none"> <li>• Contribute to the continuous monitoring and evaluation of the organisation's social media channels.</li> </ul>
<b>Digital Advertising</b>	<ul style="list-style-type: none"> <li>• Support the development of digital advertising campaigns to convert online communities into active supporters of the organisation and our cause.</li> <li>• Monitor social media and website analytics to assess the performance of campaigns and content.</li> </ul>
<b>Website and Digital Content Management</b>	<ul style="list-style-type: none"> <li>• Support the Fundraising and Communications team to update and maintain the DOTW website, ensuring information is accurate, engaging, and current.</li> <li>• Create impactful digital content that supports campaigns and fundraising efforts.</li> </ul>

<b>Additional duties</b>	<ul style="list-style-type: none"> <li>• Provide support to the Communications Manager and wider Fundraising and Communications team to ensure that the team can meet their goals. This could include events, media work, coproduction with experts by experience, etc.</li> <li>• Carry out ad-hoc administrative duties to support the Fundraising and Communications team, including posting mail, completing bank runs, packing and sending deliveries, and other general tasks as required.</li> </ul>
<b>MdM Network</b>	<ul style="list-style-type: none"> <li>• Engage with the Médecins du Monde Communications Network to identify relevant opportunities for collaboration and use as part of Doctors of the World UK's communications strategy.</li> </ul>

<b>General</b>	<ul style="list-style-type: none"> <li>• To be open to change and demonstrate a flexible and adaptable approach; work collaboratively with others and be a supportive and effective team member</li> <li>• To ensure that all activities undertaken, externally or internally, are executed in accordance with the overall aims of the organisation and in line with policies and procedures</li> <li>• To participate in training and other activities as requested by the organisation.</li> </ul>
<b>Stakeholder and Customer Service</b>	<ul style="list-style-type: none"> <li>• To provide quality customer service to all our respective audiences and stakeholders and comply with our quality management protocols.</li> </ul>

<b>Key Deliverables</b>	<b>Please Indicate A R or N/A</b>
Increase Doctors of the World social media following, presence, and engagement.	R
Produce high-quality digital content in line with Doctors of the World's priorities, values, brand, and expertise.	R
Support digital campaigns, including coordination with other team members and external partners where necessary, to help reach Fundraising and Communications' objectives.	R

**Decision Making Criteria:** A = Accountable, R = Responsible

<b>Level of Budgetary Responsibility</b>	Low
<b>Key Working Contacts</b>	All Doctors of the World UK teams, MDM international communications teams.

# Person Specification

## Personal Competencies

Competency Title	The successful candidate will be able to....
<b>Communicating with others</b>	Present complex ideas and information in a compelling and convincing way; listen actively; be positive and persuasive, communicating appropriately and in a professional manner in all circumstances, including with our team of Experts by Experience; be able to communicate DOTW's core mission.
<b>Team working and interpersonal skills</b>	Actively contribute across teams, including international colleagues, to good team working and team relationships, promoting a constructive climate; support others to achieve their aims; build consensus; be friendly, helpful and supportive. Develop trusted relationships with our Expert by Experience volunteer group.
<b>Managing Resources</b>	Work efficiently and effectively; be driven to excel and achieve the greatest impact; be cost-conscious; have good project management skills, experience and ability.
<b>Drives Continuous Improvement</b>	Value feedback and learning; implement improvements and encourage innovation; appreciates direction; adapts to change seamlessly; meets deadlines.
<b>Customer Services</b>	Strive to achieve excellence.
<b>Managing Yourself</b>	Manage workplace stress appropriately; see and act on opportunities for growth; manage volunteers appropriately and well.
<b>Delivery and Meeting Business Plan</b>	Spot opportunities to grow our impact; work in an entrepreneurial way to win coverage and work in partnership with others to achieve our mission. Will strive to excel, stretching goals and targets. Can show the impact of the work for which they are accountable.

## Specific Skills & Knowledge

The successful candidate will have

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<p>Minimum 1-year experience managing social media for a brand.</p>	<p>Basic understanding of current social media trends, best practices, and platform-specific content.</p>
<p>Excellent written and verbal communications skills. Ability to produce branded, clear, compelling, and audience-appropriate content for social media and digital platforms.</p> <p>Ability to recognise and mitigate reputational and other risks. Attention to detail and commitment to developing and maintaining systems in line with best practice.</p>	<p>Visual content creation using design tools (e.g. Canva) and basic video editing software (e.g. CapCut). Basic website management and content updates using CMS platforms (WordPress).</p>
<p>A willingness to build relationships with all teams across the organisation, MdM network and with external stakeholders, being proactive to find out information and spot opportunities.</p>	
<p>An ability to work independently to plan and manage your own work while also working collaboratively as part of a team towards shared goals and objectives.</p> <p>Ability to request support and advice as needed.</p>	<p>Microsoft Office 365 suite and online collaboration tools (e.g., Outlook, Teams, SharePoint, OneDrive).</p>
<p>An ability to research and monitor digital trends and discourse to feed into Doctors of the World’s communications strategy and grow the organisation’s thought-leadership.</p> <p>Alignment with the values of Doctors of the World and commitment to the work and ethos of the organisation. Commitment to equality, diversity and inclusion.</p>	<p>An understanding of world affairs, humanitarian issues, and the context of global migration.</p> <p>Desirable: An understanding of the UK asylum system and its implications for people with lived migration experience. An understanding of Primary and Secondary Care in the UK.</p>

**Relevant Experience and Specific Attributes**

- Previous experience in a similar role within an NGO, charity, or corporate organisation.
- Proven track record of developing and managing social media content that achieves engagement and growth.
- Strong written and verbal communication skills with a keen eye for detail.
- A collaborative and proactive approach to working within a team and across departments.
- Creativity and enthusiasm for using digital communications as a force for positive social impact.
- A commitment to equality, diversity, and inclusion in all aspects of work.
- Alignment with DOTW's values and a genuine interest in the organisation's mission to make healthcare accessible to all, around the world.

**Date Revised**

January 2025