



DIGITAL CONTENT OFFICER



JOIN THE TEAM!

Action Against Hunger is building a world where no one dies from hunger. Life-threatening hunger is predictable, preventable and treatable, so a world without it is possible.

We tackle it where it hits and lead research to stop it. We work relentlessly to save lives and to create a world free from hunger.

We stop life-threatening hunger in its tracks. By training parents and healthcare workers to spot the signs, we get life-saving care to people who need it. Our research drives forward understanding of how to predict, prevent and treat life-threatening hunger. With unbeatable knowledge and unstoppable determination, we're taking action against hunger

WE HAVE THREE ORGANISATIONAL VALUES:

1. We work in partnership
2. We are trusted experts
3. We are unstoppable changemakers

If you want to be part of this mission and if you share our values, come and join us.

We welcome applications from all sections of the community and we encourage as broad a range of candidates as possible. If you need any additional support to help you through this process, please let us know by sending an email to jobs@actionagainsthunger.org.uk

CHECK OUT OUR SOCIAL CHANNELS:



AAH_UK



Action Against Hunger UK



actionagainsthungeruk



Action Against Hunger UK



actionagainsthunger.org.uk



ROLE DETAILS

Job title:	Digital Content Officer
Grade:	SO1
Department:	Fundraising and Communications
Reports to:	Senior Digital Manager
Job location:	Hybrid; office based Tuesday and Thursday (London SE10), with option for homeworking for remaining 60%
Duration:	Permanent
Hours:	37.5 per week
Salary band:	£35,681 - £37,762

JOB PURPOSE

The Digital Content Officer will be a key member of the Communications team as we expand our digital mobilisation work. It's a great time to join the team, as we look to further embed our new digital mobilisation strategy and build momentum on the recent success we've achieved online. In particular, this role will help support the team as we expand our digital mobilisation programme and respond to emergencies around the world. This will be a fast-paced and rewarding role that will drive forward our weekly email schedule and supercharge our website content.

Working with the Communications, Public Engagement and Operations teams, you'll plan and produce brilliant weekly emails and website content that inspire new and existing supporters to take action, such as signing petitions, making a financial gift or simply signing up to hear more about our work.

This role is needed because we want to mobilise even more people behind our aims as a charity. We need more people in the UK to care about global hunger, and feel like – together – we can do something about it.

We're a close-knit team sharing the same common goal: to produce high-quality content to raise awareness of our brand so that people can take action to end life-threatening hunger. We're innovative and creative, and we take great pride in leading on projects that deliver positive solutions for the communities we support around the world. We'd love you to join us!

KEY DUTIES AND RESPONSIBILITIES

Create inspiring website content that helps us to reach new audiences

- Develop donation landing pages that inspire action and improve conversion rates, to support our digital mobilisation work and fundraising appeals
- Draft blog posts that support our fundraising appeals and advocacy campaigns, further engaging supporters with our work.
- Create bespoke SEO pages to drive more traffic to our website.
- Ensure our Action Against Hunger and Knowledge Against Hunger websites are up to date and accurate, with all the latest facts and figures and latest info from our programme work.
- Make sure our websites meet the latest accessibility standards.
- Manage content on our Knowledge Against Hunger website, aimed at a technical audience.

Deliver an engaging and innovative weekly email schedule packed full of creative and compelling content

- Send weekly emails that are tailored to the needs of our audiences and inspire them to take action – whether that's signing a petition, making a donation, or signing up to a challenge event.
- Work closely with the Public Engagement and Advocacy teams to make sure our emails meet fundraising, campaigning, awareness-raising and brand marketing objectives.
- Liaise with the Press and PR Officer to make sure key media moments and TV coverage are included in our email schedule.
- Manage the email schedule to ensure our audiences don't receive conflicting asks in their inboxes at the same time.
- Work with our Data team to ensure our email lists are clean, up to date and meet GDPR requirements.

Support other members of our close-knit, friendly and pioneering Communications and Public Engagement teams

- Support with community management and the moderation of comments on our paid and organic social media posts.
- If needed, work with the Digital Mobilisation Officer with creating new creatives for social media ads, managing Meta ads, building petition pages on Engaging Networks and making changes to our email journeys.
- If required, provide cover for the Social Media Lead when on leave.

Work on emergency appeals and with Disasters Emergency Committee (DEC)

- Play a key role in the launch of any potential Disasters Emergency Committee (DEC) appeals or emergency appeals, by developing optimised donation landing pages and producing website and email content.

The above list of key duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

PERSON SPECIFICATION

Essential

- Relevant experience in produce engaging website and email content. No degree required.
- Brilliant copywriting skills and the ability to adapt your tone of voice depending on a piece of content's intended audience, while staying true to the organisational tone of voice guidelines.
- Excellent attention to detail.
- Knowledge of SEO and creating content that will drive traffic to our website.
- Experience in developing donate landing pages with great conversion rates.
- Familiarity with using a website content management system, such as Wordpress.
- Proven experience in presenting complex, sensitive and difficult messages in a clear, concise, and accessible way.
- Experience in developing email content that inspires users to take action.
- Knowledge and experience of using email marketing tools, such as Engaging Networks.
- Experience of collaborative, creative work – particularly with colleagues from Fundraising and Advocacy teams. However, we do also welcome applications from outside the charity sector.
- Commitment to equality, diversity and inclusion.

Desirable

- Formal training in Wordpress or Engaging Networks.
- Formal copywriting training.
- Formal digital marketing qualification.
- Good knowledge of Canva to create social media graphics.
- Some experience of community management on corporate social media channels – removing hateful comments and answering questions from supporters where appropriate.
- Ability to work unsociable hours during DEC and emergency appeals (these will be agreed with you at the launch of any potential appeal).
- Carry out other duties as required in keeping with the wider needs of the team, particularly in emergencies and around key organisational moments.
- Good understanding and interest in the humanitarian and development sectors and international affairs.

THE BENEFITS

You're likely to be joining us because you're as passionate about the cause as we are. But since you're here, here are some more great reasons to work with us:

- we're all about work-life balance and are flexible so you can manage work around your needs
- we'll enroll you in our pension scheme, contribute 6% to it every month and give you free Group Life Cover, if you put in at least 4%
- interest-free season ticket and personal loans (subject to eligibility)
- payroll giving scheme
- ride-to-work scheme
- private medical insurance
- free health cashback scheme, including dentist and optician appointments
- discounted gym and health club membership
- online shopping discount scheme
- annual staff recognition awards with gift voucher prizes
- employee advice line – free confidential access to financial and legal advisors
- telephone and online counselling sessions
- organisational sick pay – starting at four weeks full pay plus two weeks half pay, increasing with service
- 25 days holiday plus eight bank holidays, increasing with service after two years. You can also buy up to five extra days of annual leave each year
- enhanced maternity and paternity pay
- up to five days paid carers' leave
- up to 24 hours paid leave per year for employer-supported volunteering

We operate an incremental pay structure. It's our policy to offer successful candidates the bottom of the advertised range. But if a candidate can demonstrate their current or most recent salary is higher, we'll increase our offer within the advertised range.

“MUNIRA WAS VERY SICK. BUT NOW, I AM SO HAPPY, SHE RUNS AROUND AND PLAYS.

“ACTION AGAINST HUNGER HAS HELPED US A LOT.”

- Medina, Somalia

