

Job description

Digital communications coordinator

Job purpose

The purpose of the digital communications coordinator is to support World Physiotherapy's marketing and communications activities, to develop digital materials and content to share news and information about World Physiotherapy's activities, and to engage the global physiotherapy community

Main duties and responsibilities

- Digital media channels – source, create, produce, and schedule written, video, and graphics content for our social media channels and newsletters
- Video production – create, edit, and produce, with subtitles and transcripts, videos for use on social media and other digital channels
- Website – source, create, produce, and publish written, video, and graphics content for our website
- Campaign and event materials – create and produce campaign and event promotional materials, eg print/digital flyers, event signage, graphics for digital platforms

In addition to the above duties and responsibilities, the digital communications coordinator may be required to assist in other areas as required.

Skills, knowledge, and attitude:

- Excellent written and verbal communication skills in English
- Video production and editing
- Experienced user of Adobe Photoshop, InDesign, Illustrator, Premiere Pro and/or Premiere Rush, Word, Excel, Outlook, and, ideally, email marketing platforms (Mailchimp), customer relationship management software (Salesforce), and website content management systems
- Writing, editing, and proofreading
- Attention to detail
- Organisational skills, including ability to set priorities and to manage multiple tasks under time pressure, and ability to meet deadlines
- Ability to follow operating procedures precisely
- Information gathering skills
- Cultural awareness and sensitivity
- Flexibility
- Positivity and team working

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