



WORLD WIDE WEB FOUNDATION

Job Title:	Communications Officer (Digital Equality)		
Department:	Central	Contract:	Full time
Reports to:	Communications Director	Duration:	01/09/2016 – 31/12/2017, renewable subject to performance and funding.
Location:	London or Cape Town preferred, Washington DC or Jakarta considered for exceptional candidates. <i>(Note: All candidates must have the legal right to work in their preferred location)</i>		
Direct reports:	None		
Key relationships:	Digital Equality Policy Manager, A4AI Communications Manager		
Job Role			
Role Overview:	The agreement of new global goals around gender equality and universal access to ICTs present a significant opportunity to drive meaningful change. Working closely with the policy team, the communications officer will take the lead on producing compelling content in support of our policy and advocacy goals in this area. She or he will also need to work closely with local partners in developing countries to tailor outputs to their needs and assist them in communicating effectively on these issues.		
Accountabilities			
Key Accountabilities / Responsibilities:	Key Activities		% time on task
Digital Equality Communications	<ul style="list-style-type: none">Take the lead on content creation and communications outreach in this key area for the Web Foundation, with a particular focus on gender equality online, and affordable access – the latter working closely with the Alliance for Affordable Internet team.As well as communicating on key issues and raising the profile of the Foundation at the international level, a significant portion of this role will involve country-specific communications and partnerships across around 10 developing countries in Africa, Asia and Latin America.Key tasks will include:<ul style="list-style-type: none">Content creation: The production of newsletters, blog posts, speeches, press releases, social media content and communications toolkits. Often this material will be based on original research, so experience translating complex concepts into digestible materials is essential.		70%



	<ul style="list-style-type: none"> ○ Editing: Message sharpening and copy editing of documents such as case studies and position papers. ○ Partner management: Work closely with partners in target countries to tailor communications materials to their needs, and to build their capacity as effective communicators on these issues. ○ Outreach and measurement: In close consultation with colleagues, design and implement an outreach strategy to meet programme goals. Channels will include events, media relations, websites, social media and email. Track and measure the effectiveness of activities, and suggest tweaks to plans as required. 	
Foundation-wide support	<ul style="list-style-type: none"> • Take primary responsibility for the Foundation's social media channels. This includes ensuring channels are regularly updated, creating AV content, building and maintaining relationships with key social media stakeholders and tracking and reporting on progress. • Take the lead on implementing and measuring the Foundation's email outreach programme. • Other ad-hoc communications tasks as required from time to time, including database management, event planning and supplier liaison. 	30%
Person Specification		
Education & Certifications	<ul style="list-style-type: none"> • Education to BA level. 	
Essential Knowledge, Experience and Attributes	<ul style="list-style-type: none"> • At least two years experience as a communications officer, campaign officer or social media coordinator in a similar setting (ideally, in an advocacy-driven non-profit or campaigning organisation, or within the technology sector). • Experience working with diverse cultures, and in developing countries. • Creative and entrepreneurial, with demonstrated success in coming up with bold approaches to grab attention and engage audiences. • Strong visual/graphic design sensibility, with basic personal design skills and experience managing external contractors. • Vivid writer, able to present difficult concepts in clear, simple English and/or in compelling images. • Track record of working with complex, research based material to distill key messages and extract facts, quotes and stories that will attract attention. • Experience managing organisational social media accounts and email campaigns. 	



WORLD WIDE WEB FOUNDATION

	<ul style="list-style-type: none">• Highly motivated and organised, thriving under pressure, pursuing targets aggressively and willing to work long hours when deadlines demand.• Ability to travel frequently.
Desirable Knowledge and Experience	<ul style="list-style-type: none">• At least one year's experience in either gender rights or the ICT4D field.• Conversational ability in at least one major world language other than English (Spanish or French preferred)• Event management experience.• Understanding and experience of more than one global media market.• Contacts in the tech/development journalism world