**Job Title:** Communications Officer  
**Department:** Programmes/Web Rights  
**Contract:** Full time  
**Reports to:** Senior Communications Adviser  
**Duration:** 1 year, renewable subject to performance and funding.  
**Location:** London, Washington or Cape Town  
**Direct reports:** None  
**Key relationships:** Communications adviser, Programme Managers for Alliance for Affordable Internet, Web Index, Web We Want, Open Data.

## Job Role

**Role Overview:** Working across the Web Foundation’s programmes and projects, the Communications Officer will play a key role in developing and enhancing the Web Foundation brand and the profile and impact of our initiatives. This role will combine digital and traditional communications methods and requires an energetic, flexible and ambitious candidate with strong project management skills.

## Accountabilities

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<th>Key Accountabilities / Responsibilities:</th>
<th>Key Activities</th>
<th>% time on task</th>
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| **Media Relations: planning, collateral development and outreach** | • Work as integral part of communications team to plan and execute high-impact and high profile media relations campaigns in support of Web Foundation strategy.  
• Read widely on the fields and countries covered by the Web Foundation so that our media and outreach strategy is informed by a good analysis of trends and hot debates.  
• Produce compelling content in a variety of formats – press releases, blog posts, infographics, feature articles, op-eds and more.  
• Take lead responsibility for maintaining and enhancing databases of reporters, publications and forward features.  
• Play significant role in securing media coverage for the Web Foundation – identifying trends of interest, pitching news and feature stories to reporters and working with team to ensure delivery.  
• Help to act as first port of call for inbound media enquiries – responding or escalating as needed.  
• Collaborate as required with external contractors such as web design/data visualisation agencies, PR firms, event management companies. | 40% |
| Website and Social Media                                                                 | • Use your reading to keep the Web Foundation social media channels and home page continuously updated.  
• Act as first port of call for community interaction on social media channels.  
• Produce sharp, vivid website copy, blog posts, tweets, status updates and other collateral (videos, infographics, etc)  
• Work with communications team to manage production and distribution of quarterly email newsletter. |
|                                                                                     | 30% |
| Monitoring and Measurement                                                          | • Take lead responsibility for monitoring for media coverage and maintaining detailed press cuttings log.  
• Monitor and measure social media performance.  
• Track metrics regarding website use.  
• Provide regular updates to team as required. |
|                                                                                     | 15% |
| Ad-hoc communications tasks                                                          | • Research and synthesise key developments in briefings as required by the team.  
• Prepare presentations or speeches as required by team members for major conferences and events.  
• Collaborate with other team members on logistics to ensure events, press conferences and other major initiatives run smoothly.  
• Work on internal communications initiatives to share knowledge amongst the Web Foundation team. |
|                                                                                     | 15% |
| Person Specification                                                                | |
| Education & Certifications                                                         | • Education to BA level |
| Essential Knowledge and Experience                                                   | • At least 1 year’s experience as a press 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).  
• Creative and entrepreneurial, with demonstrated success in coming up with bold approaches to grab attention and engage audiences.  
• 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 drive coverage.  
• Persuasive, assertive and persistent in selling in stories/interviews.  
• Able to produce good copy quickly for a variety of different media and audiences (blogs, tabloids, broadsheets, radio, TV, conference presentations etc).  
• Highly motivated and organised, thriving under pressure, pursuing |
targets aggressively and willing to work long hours when deadlines demand.

| Desirable Knowledge and Experience | • Experience in working with a celebrity patron or founder  
• Event management experience.  
• Understanding and experience of more than one global media market.  
• Fluency in one major world language in addition to English.  
• Contacts in the tech journalism world  
• Strong visual/graphic design sensibility |