

Job Title:	Communications Officer		
Department:	Central	Contract:	Full time
Reports to:	Communications Manager	Duration:	01/01/2019 - 31/12/2019, renewable subject to performance and funding
Location:	London or Washington		
Direct reports:	None		
Key relationships:	Communications Director, A4AI Regional Coordinators, Policy Officers and Managers, Research Managers		
Job Role			
Role Overview:	The Communications Officer is an excellent role for a junior communications all-rounder who can support the communications team across social media, website, content creation and press relations. You will have the opportunity to learn and grow across the full communications and PR mix, working on one of the most pressing issues of our time: the impact of the web and technology on our society.		
Accountabilities			
Key Accountabilities / Responsibilities:	Key Activities		% time on task
Content/creative	<ul style="list-style-type: none"> ● Writing and copy editing, including blogs for the A4AI and Web Foundation websites, press releases, research reports and other written collateral. ● Creating social media content including text, GIFs, selecting images, and interactive content ideas. ● Daily management of the A4AI and Web Foundation websites, uploading new content, managing page updates, etc. ● Collating and drafting the weekly Web This Week and monthly WF and A4AI newsletters. ● Selecting imagery to represent the Web Foundation and A4AI brands. ● Assisting with the creation of brochures, pamphlets, postcards, stickers and other promotional materials. 		35%

<p>Distribution</p>	<ul style="list-style-type: none"> • Managing our newsletter databases, ensuring good list hygiene and tracking open and click rates. • Maintaining responsibility for the monthly content calendar of blogs and social media content to ensure timely posting and monitoring of all channels, responding to user comments and questions. • Updating media lists and creating new lists for press campaigns. • Supporting with sell-ins and media relations • Managing our Google and social media ads. 	<p>35%</p>
<p>Research and measurement</p>	<ul style="list-style-type: none"> • Media monitoring to track the narrative around key Web Foundation and A4AI issues, and ensure the team is informed and spotting proactive opportunities to engage press and social influencers. • Research social media influencers who can be allies in getting our message out into the world. • Measuring our impact on social and press. campaigns following major events or launches, to track progress and compare results over time. • Tracking our website and newsletter analytics. • Other <i>ad hoc</i> communications tasks as required, including database management, event planning and supplier liaison. 	<p>30%</p>
<p>Person Specification</p>		
<p>Education & Certifications</p>	<ul style="list-style-type: none"> • Education to BA level 	
<p>Essential Knowledge, Experience and Attributes</p>	<ul style="list-style-type: none"> • At least two years of 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 and 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. • Highly motivated and organised, thriving under pressure, pursuing 	

	<p>targets aggressively and willing to work long hours when deadlines demand.</p> <ul style="list-style-type: none">● 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● Understanding of Google, Facebook and Twitter ads● Experience with Photoshop, InDesign, Canva or other design software● 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