

Job description

Job title	Communications Officer (Digital)
Department	Business Growth
Location	Flexible – London, UK; Nairobi, Kenya; or Abuja, Nigeria
Reporting to	Marketing and Communications Manager
Liaison with	Options' global staff, clients, partners and consultants
Hours	Full-time, as per country office standard working times
Type of contract	12 month fixed term contract
About Options	
<p>We are a global team of experts and innovators tackling some of the world's most pressing health challenges. We work with leaders and change makers around the globe to bring health strategies to life. We provide ideas, advice and technical know-how that enable our partners to build a path to lasting change.</p> <p>With 30 years' experience in global health, we collaborate with our partners to explore existing evidence, combine expertise, scale up ideas and co-create solutions that accelerate change. This includes collaborating on policy design, managing initiatives, building powerful coalitions and galvanising social movements. Our impact is felt across whole communities, with a focus on women, girls and those who have been marginalised.</p> <p>Gender equality and social change are at the forefront of our work. As part of MSI Reproductive Choices, all our profits go back into supporting MSI's own mission of children by choice, not chance.</p> <p>We believe in a world where everyone can access the high-quality health services they need, without financial burden.</p>	
Main purpose of job	
<p>The Communications Officer will work within the Options' Business Growth department and contribute to the implementation of the Options' communications and marketing strategy, with a focus on supporting our efforts to increase our visibility and external engagement through our social media channels, website and email marketing.</p> <p>The Communications Officer will also play a key role in supporting the production of publications, drafting copy and developing content to support Options' communications and marketing activities, and contribute to the organisation of events to demonstrate the impact of our work. The role will support the Marketing and Communications Manager to facilitate brand messaging and consistency across all communication channels and support administrative tasks. The role will work closely with the communications, new business, technical and programme teams to support the implementation of Options' Business Strategy, specifically the approach to diversifying our client base and expansion into new markets to ensure communications activities contribute directly to business objectives.</p> <p><i>Note: All levels of position in the organisation assume some degree of responsibility for safeguarding. Your accountabilities will align with the level and scope of the position and appropriate training will be provided.</i></p>	
Main duties	
<p>Social Media</p> <ul style="list-style-type: none"> • Work closely with the Marketing and Communications Manager to develop and implement the social media plan and support the day-to-day management of Options' social media channels (Twitter and LinkedIn), • Source and craft content, ensuring that our social media pages are up to date. • Assist with developing social media assets such as infographics, social videos and activities such as 	

tweet chats.

- Moderate, track and analyse social media engagement, making suggestions for improvement.

Website

- Support the day-to-day maintenance of the website, including reviewing and uploading content, and liaising with web developers to fix bugs as they arise.
- Draft web content and contribute to the editorial plan based on strategic priorities.
- Provide guidance and editing support to staff from other teams.
- Track and analyse Google Analytics to report on the performance of Options' communications outputs, making suggestions for improvement.

Email marketing

- Source content, draft and send out Options' newsletters in a timely manner, with support from Options' Marketing and Communications Manager.
- Track and analyse newsletter engagement, making suggestions for improvement.
- Proactively support the growth of targeted engagement with relevant audiences and the maintenance of comprehensive and GDPR compliant distribution lists.

Publications and design

- Work closely with the Marketing and Communications Manager to help coordinate, develop, produce, and promote Options' reports and publications
- Regularly update and maintain the publications tracker.
- Support the communications team in contracting and liaising with suppliers (e.g. graphic designers, photographers, editors) to commission content for online and printed materials.

Other communications support

- Support assistance to Options' programmes with their communications messaging, consistent with client branding and marketing requirements, and support the dissemination of content on social media.
- Support with maintaining the communication calendars, including the diary of external events and conferences.
- Support the Marketing and Communications Manager with roll out of information sessions for Options staff to increase their engagement and communication skills and capabilities to external and internal audiences.
- Ensure the Communications SharePoint page is kept up to date
- Along with the rest of the team, seek ways to improve communications systems and processes, including setting up Teams Channel and Zoom meetings, to enhance the team's efficiency and knowledge management.
- Support administrative tasks, including logistics and outreach for events and meetings, and contracting/issuing work orders.

Note: this job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the job holder.

Signed by:

Date:

Person specification

Criteria	Essential	Desirable
Qualifications		
Education to degree level		✓
Equivalent experience, in a related/relevant subject	✓	
Experience		
Comprehensive understanding of social media, including how to increase and drive engagement - particularly on Twitter and LinkedIn	✓	
Experience of developing and creating engaging social media content and campaigns	✓	
Experience of managing Content Management Systems including WordPress and SharePoint	✓	
Experience of using MailChimp or similar platform	✓	
Experience using Adobe Creative Suite, including PhotoShop, InDesign and Illustrator		✓
Experience of writing, editing, and proofing engaging written communications for targeted audiences	✓	
Skills and experience in project coordination and delivering communications project plans.		✓
The ability to recognise and communicate newsworthy stories relevant to stakeholders		✓
Skills and attributes		
Ability to manage a varied workload calmly and independently	✓	
Excellent proven oral and written communication skills, and an ability to think creatively	✓	
Eye for detail and proof-reading skills	✓	
Ability to build positive relationships and work effectively with colleagues and key internal /external stakeholders to achieve goals	✓	
Ability to collaborate and work in a diverse team environment	✓	
Ability to read, interpret and communicate complex information clearly for both lay and professional audiences		✓
Knowledge of key communication narratives across the global health and communications best practice in the development sector		✓
Other requirements		
Commitment to equal opportunities	✓	
A commitment to the Options' principles of Safeguarding, Do No Harm and to comprehensive sexual and reproductive health and rights	✓	
Pro-choice	✓	
Fluency in written and spoken English	✓	
Applicants must have the right to live and to work in the UK, Kenya or Nigeria	✓	