



Job description

Role:	Programme Officer (Communications)
Reports to:	Programme Manager (Knowledge, Learning & Communications)
Direct reports:	None

Primary accountabilities

Working with the Senior Programme Officer (Communications) and the Programme Manager (KLC), this role will help deliver the Foundation's communications strategy. The role also requires support for online and in-person events and the provision of general communications and IT support to Foundation staff.

Key accountabilities

1. Maintain the Foundation's websites
 - Keep the website up-to-date, ensure consistency, and develop new content
 - Work with our web developers to ensure the website functions well and is accessible to our audiences
 - Review Google analytics to assess reach and engagement with our audience
 - Post and organise blogs, job and grant opportunities, strategic documents, key appointments, project profiles and other content as required
2. Plan and create content for all social media channels (Twitter, Facebook, LinkedIn and Instagram)
 - Develop and promote content throughout the year and at key moments in the organisational calendar
 - Provide daily social media posts throughout the year
 - Set up and grow a strong Foundation Instagram channel, while maintaining and growing our engagement through other social media channels
 - Monitor and engage with sector news, trends and discussions

- Monitor and report on social media reach and digital metrics
- Explore and test new ways to improve social media engagement and follower growth with a specific focus on improving the engagement of young people with the Foundation and its work.

3. Event coordination and promotion

- Provide technical management of online events hosted by the Foundation
- Participate in event planning team(s) for our online and in-person events throughout the year
- Provide support to staff members and Directorate participating in external online events

4. Support staff to effectively use communications and IT

- Ensure consistent brand voice and style
- Assist staff (and partners where needed) with the use of branded documents
- Proofread copy and support staff to use Foundation's key messages
- Support staff with troubleshooting IT issues
- Liaise with the IT and Communications Teams of the Commonwealth Secretariat
- Proactively ensure staff have up to date tools/equipment to perform roles

5. Support media relations

- Support development of content and media pitches to journalists
- Support media promotion and collaboration between the Foundation and other Commonwealth organisations during key events on the Commonwealth calendar
- Analyse and maintain records of media coverage and related metrics

6. Prepare copy and content

- Support delivery and writing of copy for our monthly e-newsletter
- Support the preparation of briefing notes for the Directorate for external events
- Support editing policy briefs, reports and presentations

7. Perform any other reasonable duties and tasks as requested by the Foundation.

Person specification

1. Commitment to the Foundation's Vision, Mission and Values.
2. Extensive experience in the use of social media and online marketing especially Facebook and Instagram
3. Experience using website content management systems
4. Experience of image editing software (Photoshop)
5. Knowledge of business support processes, tools and computer business applications (MS Outlook, Virtual Platforms including Zoom and Webinars).
6. Strong administrative skills, ideally within a communications environment
7. Strong flexible written skills: copywriting and editing experience with excellent attention to detail
8. Ability to work collaboratively with our stakeholders
9. Knowledge of Google Analytics

Desirable

1. Experience of communications and outreach gained in the charity, intergovernmental or civil society sectors
2. Knowledge of / experience in using Wordpress, SharePoint.