



# THE WOMEN IN INTERNATIONAL AFFAIRS NETWORK

Application Pack

**Content Manager**

**Deadline:** Wednesday 10<sup>th</sup> June 2020



Dear applicant,

Thank you for your interest in the post of **Content Manager** with the Women in International Affairs Network. Please ensure you read this application pack in its entirety before submitting your application.

### **Who we are**

WIAN is a digital platform disrupting the way society talks about career development, gender and youth inequality in the international sector. We're a social enterprise, and act as a resource hub and mentoring initiative for the next generation of female professionals through our programmes and tailored career and lifestyle content. Whether it be a career in international development, foreign policy, human rights or politics, our mission is to prepare and equip women with industry relevant skill sets and knowledge to secure international job opportunities. We provide tailored career advice, connect our members with career opportunities, and through mentorship, nurture the necessary skills for a sustainable international career.

Our members have access to industry experts, forums to get answers to their burning career questions and a platform to build lasting connections. We are the number one destination for women in international affairs and have built a powerful community that spans the globe and connects women of all experiences.

### **About the role**

We are looking for a Content Manager with passion, experience and skills to join our team. The primary responsibility of the Content Manager is to create, edit, produce and manage all WIAN's original content and resources. WIAN is made up of 4 teams, Operations, Partnerships, Programmes and Communications. Sitting in the Communications team, the Content Manager will work closely with the Social Media Manager, Content Editor and Communications Officer to lead the production and management of original content. The Manager will develop, edit and upload original content, and will play a vital role in developing WIAN's brand voice.

### **Key priorities for the next 12 months:**

- Lead the recruitment and management of a team of content contributors
- Work with the CEO and Communications Officer to manage WIAN's website and disseminate the organisation's impact
- Manage the publication of WIAN's original content including editing, proof reading and monitoring and evaluation of content

### **Volunteering at WIAN**

WIAN is a remote start-up, with staff volunteers based around the world, including in Africa, North America, continental Europe as well as the UK. Our staff are home-based, and most are either in full-time education or employment whilst working for WIAN. Each volunteer is motivated by their passion to dismantle gender and youth inequality in the international sector, and we accommodate their schedules through flexible working hours. Although guidance and support are provided to all volunteers from the whole team and from line managers, successful candidates will need to have a can-do attitude, with the ability to build from the ground up, good time management skills, a strong ability to take ownership of their role and thrive under a macro-management culture. Working in a start-up you will be comfortable being involved in all aspects of the business.

In this application pack, you will find the following:

- I. Job Description and Person Specification
- II. Terms and Conditions
- III. Application details

You will be joining a dedicated team of women who are committed to the career development of women in international affairs. You can find out more information about WIAN on our website, at [www.wianetwork.com](http://www.wianetwork.com). For any further information or questions on this vacancy, please contact the Recruitment team at [recruitment@wianetwork.com](mailto:recruitment@wianetwork.com).

We look forward to hearing from you.



Best wishes,

*The Women in International Affairs Network.*



## JOB DESCRIPTION

*This section will set out your role, your duties and responsibilities.*

### Responsibilities

- I. Manage and administrate the creation and publishing of relevant, original, high-quality content across all WIAN's various digital platforms, including the website, social media and other online mediums.
- II. Edit and proofread all original content, ensuring all grammatical errors are rectified before being released to WIAN members.
- III. Develop and implement new and innovative ways to engage with our members using original content and disseminate WIAN's impact to external stakeholders and potential partners
- IV. Provide regular reports and updates on the progress of content creation and present new ideas and strategies to the Executive Director and the Communications Team
- V. Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- VI. Work with the CEO and Communications Officer to manage and refine WIAN's website, ensuring the timely uploading of content, cleaning up outdated content, monitoring website traffic, responding to website feedback, and implementing changes to the site's layout
- VII. Support the recruitment and management of content contributors (internally and externally to the team) keeping close oversight and ensuring all tasks are completed within the set time.
- VIII. Arrange regular meetings with content editors and contributors to review performance and delivery.
- IX. Create and continually refine the content strategy and ensure all content is aligned to this
- X. Build relationships with and reach out to external individuals and partners to collaborate with WIAN on specific content, resources, and events.

## PERSON SPECIFICATION

*This section will set out the reporting structure and essential qualities for this role.*

### Reporting Structure

Managing and developing the organisation's online and offline content, the successful applicant will directly report to the Chief Executive Officer and will work closely with the Communications Officer, Social Media Manager, Content Editor and Community Manager.

### Essential

- I. The successful candidate must possess at the minimum a bachelor's degree in Marketing, Communications, English Literature/Language, Politics, International Relations, Public Relations, Business and/or Business Development or a related field.
- II. 2+ years' professional experience in overseeing and managing content creation and maintenance processes, ideally for an international development / affairs or other social sector organization
- III. A strong understanding of and commitment to WIAN's strategy, vision and values and passion
- IV. Excellent understanding of the international development landscape including knowledge of the key media outlets, international careers platforms and the barriers women face to employment in the UK and internationally.
- V. Experience of working in a virtual team or / and remote work setting in separate locations and time zones.
- VI. Experience in writing blogs and articles on topics in the development sector.
- VII. Strong computer literacy skills – excellent working knowledge of Microsoft Word, Excel, PowerPoint and Photoshop
- VIII. Adept at keyword placement and SEO best practices, meta-data etc.
- IX. Experience working in the different areas in which WIAN's departments are divided including in International Programmes, Operations and Strategic Partnerships and a strong willingness to work across teams and support these departments
- X. Excellent written and verbal communication skills with a strong creative flair and demonstrated ability to develop original and engaging content.
- XI. Advanced skills in drafting and editing content, including documents, videos and other multi-media content and the ability to write for different audiences using plain English
- XII. Demonstrated experience managing projects on content design and management experience, including contract management, project planning and reporting, budget monitoring and management, stakeholder engagement and management and communication.
- XIII. Strong team player and leadership skills – the successful candidate will have a positive and vibrant personality and can work professionally and collaboratively to achieve strategic objectives.

Desirable

- I. Experience working in a social enterprise and / or a start-up
- II. Master's degree or an advanced qualification in Social Media, Journalism, English Literature/Language, Marketing, Communications, Public Relations or a related field
- III. Line management experience



## TERMS AND CONDITIONS

This is an unpaid, voluntary, part-time position which will be performed remotely, and we actively encourage applications from candidates of all genders and level of experience. We anticipate that volunteers will spend a **minimum of 5 hours per week** on their work for WIAN, although this may be more at peak times. This will also include regular attendance to meetings with your supervisor, direct reports and teams. All volunteers are subject to a 3-month trial period, upon completion and passing, you will become an official volunteer. Commitment to this role is an expected minimum of one year.

The duties set out in the job description are not extensive, and this role will, on occasion, involve some out of hours communications and work. This role may also require the volunteer to undertake other responsibilities not outlined above which are commensurate with a role of this nature, and which have been discussed and agreed with the line manager and/or Chief Executive and Operations Officers.

The post holder must be, and remain committed to WIAN's mission, vision and values as we support, empower and equip women and female professionals at all stages of their careers.

### How to apply

To apply for this position, please send a **CV, one page covering letter and writing sample** to us via email at: [recruitment@wianetwork.com](mailto:recruitment@wianetwork.com), with your name and ["Content Manager"] in the subject line. **Applications are reviewed on a rolling basis with the deadline to apply at 11:59pm BST on June 10th, 2020. The position will be filled as soon as a well-qualified person is identified. Incomplete or late applications will not be accepted.**

Due to the high volume of applications we receive, we regret that we will not be able to respond personally to applicants who are not short-listed. If you have not heard from us within four weeks from the closing date, please assume you have been unsuccessful on this occasion. Only shortlisted candidates will be contacted. We are an equal opportunities employer, and welcome applications from both men and women.

We look forward to receiving your application.

*Women in International Affairs Network.*