



THE WOMEN IN INTERNATIONAL AFFAIRS NETWORK

Application Pack

Digital Content
Manager

Deadline: Friday 14th August 2020



Dear applicant,

Thank you for your interest in the post of **Digital 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 Digital Content Manager with passion, experience and skills to join our team. The primary responsibility of the Digital Content Manager is to create, edit, and manage all WIAN's original content and resources. WIAN is made up of 3 teams, Operations, Programmes and Communications. Sitting in the Communications team, the Digital 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 also 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 to manage WIAN's website and disseminate the organisation's impact
- Manage the publication of WIAN's original content including editing, proof reading, publishing, and monitoring and evaluation of content
- Help to design, develop, and manage creative online content including video production, animation content and video ads.
- Oversee and manage social marketing initiatives, digital outreach, and partnerships with 3rd party video publishers.

Volunteering at WIAN

WIAN is a remote start-up, with staff volunteers based around the world, including in Africa, North America, Asia as well as the UK. Our staff are home-based, and most are in full-time 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. For any further information or questions on this vacancy, please contact the Recruitment team at 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, Chief Operating Officer and the Communications Team
- V. Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- VI. Work with the CEO 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.
- XI. Optimize the company's presence on Facebook, Instagram, YouTube, LinkedIn and other social channels to educate, market and build the WIAN community
- XII. Stay on top of new channels and trends in digital and social by researching new ideas, channels, and being an active part of the social community

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 Social Media Manager, Content Editor and Community Manager.

Essential

- I. The successful candidate must possess at the minimum a bachelor's degree in IT, Marketing, Communications, Journalism, English Literature/Language, Politics, International Relations, Public Relations, Business and/or Business Development or a related field.
- II. 3+ years' professional experience in Copywriting, Social Media, Communications, Marketing, Journalism or Business Development for an international development / affairs organization
- III. Demonstrated experience in scheduling and planning a pipeline of content development, working with internal and external suppliers to develop this in a variety of formats, as well as managing and editing digital content across digital channels; primarily web and e-newsletters.
- IV. Highly computer literate with solid experience and understanding of tools such as WordPress, HTML, CSS, Java Script, Google analytics, Slideshare, Photoshop, Canva, InDesign and the top social channels (e.g. LinkedIn, Twitter, Instagram).
- V. A strong understanding of and commitment to WIAN's strategy, vision, values and passion
- VI. 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.
- VII. Experience of working in a virtual team or / and remote work setting in separate locations and time zones.
- VIII. Strong experience in digital advertising, content SEO and developing optimised content for search engines
- IX. Strong data analytical skills with an ability to understand and interpret data for report writing and to create strong marketing campaigns.
- X. Excellent written and verbal communication skills including a strong ability to proofread and edit content.
- XI. Visual accuracy and attention to detail.
- XII. Commercially minded, with strong project management skills and the ability to manage multiple streams at once with minimal supervision and work to tight deadlines.
- XIII. Strong team player and leadership skills – the successful candidate will have a positive and vibrant personality and can work professionally and collaboratively.

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 (2 pages max) in the field of international affairs / development / women's empowerment** to us via email at: 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 August 14th, 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.