



National Women's Council

Job Description

Job Title: Digital Communications Officer

Responsible to: Communications and Social Media Coordinator

Main Purpose of the job: The Digital Communications Officer is responsible for creating highly engaging digital communications campaigns and digital content to support the strategic goals of the organisation. The Officer is also responsible for managing NWC online donations, including the Feminist changemaker programme.

The Officer manages NWC's supporter email programme and seeks to grow NWC's mailing list. The Officer is responsible for developing and updating NWC's website and supports the daily management and further development of NWC's social media platforms.

The Officer also supports NWC events and media function and produces media materials, ie. press releases.

Principal duties:

- ▶ Create engaging digital communications campaigns to reach NWC's diverse audiences
- ▶ Produce engaging social media content, including videos, graphics (either in house or with external agency)
- ▶ Manage NWC's supporter email programme and seek to grow NWC's supporter email list
- ▶ Keep NWC website up to date and support the ongoing development of www.nwci.ie
- ▶ Provide regular digital analytics reports and make recommendations for improving NWC's digital performance (Google analytics, Mailchimp, Facebook ads etc.)
- ▶ Develop and implement digital fundraising campaigns, including promotional materials for NWC's Feminist Changemaker programme
- ▶ Pro-actively identify digital tools to improve NWC's internal and external communications systems and outputs and support the strategic development of NWC

- ▶ Support NWC media work during busy periods/during leave periods
- ▶ Participate in NWC's fundraising working group
- ▶ Participate in NWC's internal IT committee, when required
- ▶ Provide digital communications training to staff members, as required
- ▶ Participate in NWC team meetings and regular performance management meetings with the Communications and Social Media Coordinator
- ▶ Produce a monthly report for the Director, and report to the NWC Board as required.
- ▶ Undertaking such duties as may reasonably be assigned from time to time by the Head of Communications and Membership and/or Director

Essential experience and skills

- ▶ A relevant third level degree or equivalent third level qualification
- ▶ Minimum 2 years' experience in working in communications/digital communications/digital marketing/fundraising
- ▶ Proven ability to write and edit highly engaging copy for different audiences across online communications, with demonstrable skills in being clear and concise.
- ▶ Proven ability to produce engaging social media content across different platforms, including video production and Canva graphics
- ▶ Proven ability to think through and design an effective supporter journey, from first hearing about NWC to following and eventually donating.
- ▶ Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools and website.
- ▶ Ability to undertake accurate analysis of relevant digital analytics or research and produce jargon free summaries.
- ▶ Demonstrable experience of promoting and protecting an organisation's brand on a variety of platforms.
- ▶ Proven ability to plan and deliver digital fundraising campaigns, achieving desired targets and reporting on impact
- ▶ Strong commitment to feminism and good understanding of women's rights, equality issues, the NGO sector and Irish political landscape.
- ▶ Ability to work independently, in a fast pace environment and within competing deadlines
- ▶ Experience of managing relationships with different stakeholders, working as part of a team and using collaborative and partnership approaches.
- ▶ Ability to adopt creative and innovative approaches, testing and using new technologies

- ▶ Ability to work unsocial hours, particularly at weekends (on rota system with Time Off in Lieu given) to post on social media, monitor online activity and take action as required

Desirable skills

- ▶ Knowledge of CRM/Salesforce, Donor Box
- ▶ Video production and editing
- ▶ Graphic design
- ▶ Project management

Core competencies for the position

- ▶ Ability to represent NWC externally
- ▶ Striving to improve personal performance and commitment to self-development