



National Women's Council

Job Description

Job Title: Digital Campaigns and Communications Officer

Responsible to: Head of Communications and Membership

Main Purpose of Role

The Digital Campaigns and Communications Officer supports NWC's digital campaigns and communications in line with NWC's Strategic Plan. In particular, the Officer is responsible for developing, designing and implementing digital campaigns in key priority areas for NWC, including in the areas of women's health, mental health and violence against women. S/he is responsible for developing campaign plans, key messages, content creation and dissemination as well as media and press work for specific NWC campaigns. The Digital Campaigns and Communications Officer is an integral part of NWC's communications team and is centrally involved in implementing key aspects of the income generation and membership strategies in relation to digital communications, individual giving and membership and supporter engagement.

Principal Duties

1. Develop digital campaigns in cooperation with policy staff, including campaign planning, development of key messages, content creation (in house or with external agency) and dissemination
2. Update NWC website and other relevant campaign websites to ensure high visibility for NWC digital campaigns
3. Draft and disseminate press material, including press releases and OpEds in co-operation with policy staff and comms team
4. Draft and disseminate campaign specific updates and supporter emails
5. Act as first port of call for media queries and liaise between NWC spokespeople and media, when required
6. Support daily posting of social media content



7. Provide communications support for NWC campaign events
8. Support the monitoring and recording of media coverage and update media contact databases, when required
9. Support membership engagement as part of campaigns
10. Support digital fundraising activities as part of campaigns
11. Participate in NWC team meetings and regular performance management meetings with the Head of Communications and Membership
12. Produce a monthly report for the Director, and report to the NWC Board as required.
13. 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 1 years' experience working in a similar role
- Proven ability to plan and deliver digital campaigns, achieving desired targets and reporting on impact
- Proven ability to write and edit highly engaging copy for different audiences across online communications, with demonstrable skills in being clear and concise.
- Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools and website.
- Strong commitment to feminism and good understanding of women's rights, equality issues
- 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

Essential requirements

- Must be fluent English speaker

Desirable experience and skills

- Knowledge and good understanding of women's health, mental health and violence against women
- Knowledge of CRM/Salesforce

Core competencies for the position

- Ability to represent NWC externally
- Striving to improve personal performance
- Commitment to self-development