

Digital Communications Officer

Job Level	3	Kornferry Function	
Directorate	International	Function/Service	Cash Hub
Direct Reports	0	Indirect Reports	0

*** If this is a People Manager role- delete if not required***

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework - RedRoom](#).

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Purpose	To lead on the development of high-quality digital communications, in particular video, that can more effectively support leadership and practitioners and tell the story of the impact of cash assistance on people affected by crisis. The Digital Communications Officer will help maintain and update web, social media content, support the effective management and coordination of digital content across the multiple language sites of the Cash Hub Platforms, ensuring that all communications are accurate, accessible, and aligned with the organisation's strategic objectives.		
Budgetary responsibility/ accountability		Accountability for other resources	
Key Responsibilities	Digital communications and content creation - Lead on the development of video communications that summarise existing learning and tell the story of the impact and effectiveness of cash assistance. - Assist in coordinating the production and dissemination of multimedia content, including videos and blogs, by liaising with relevant teams and external service providers. - Support the creation and scheduling of communications content on social media platforms (e.g. LinkedIn) in line with brand guidelines. - Upload and update website content, ensuring accuracy, consistency and accessibility across language sites and digital channels. Cash Hub Platform: - Lead and coordinate the translation of resources into different languages by liaising with translation agencies, proofreaders, copy editors, and work with designers to finalise and typeset translated materials. - Manage quality assurance of web content, including checking for typos, broken links, and adherence to style guidelines. - Provide administrative support in maintaining content libraries, ensuring resources are easy to find and regularly updated.		

	• Support the organisation of learning events and webinars, including scheduling, basic promotion, and coordination with speakers and participants. • Monitor content performance and user feedback, flagging issues and improvement opportunities to the Web Content Manager. • Support graphic design and asset creation tasks as needed (e.g. flyers, simple visuals) when design support is unavailable. <i>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</i>
Knowledge & Skills <i>*Essential</i>	• Ability to draft, proofread, and edit user-friendly digital content for platforms, ensuring accuracy, clarity, consistency, and alignment with brand and accessibility standards and user friendly design.* • Familiarity with content management systems (e.g. WordPress) to upload, update, and organise content effectively* • Knowledge of web publishing, including managing multimedia and supporting social media activities (e.g. LinkedIn)* • Strong written and verbal communication skills, including the ability to explain technical information clearly to non-specialist audiences* • Ability to build positive working relationships with colleagues in different departments and cultural contexts* • Ability to adjust to shifting priorities, such as urgent content updates or last-minute requests* • Familiarity with search engine optimization (SEO) and web analytics • Knowledge of international humanitarian or development contexts • Graphic design skills for creating simple visuals or flyers when design support is unavailable • Ability to identify issues (e.g. broken links, formatting problems) and proactively suggest solutions
Experience <i>*Essential</i>	• Experience developing and supporting multimedia content video production* • Experience uploading, managing and maintaining content on web platforms* • Experience supporting social media content production (e.g. LinkedIn posts)* • Experience providing administrative support for webinars, virtual events, or similar learning activities* • Experience coordinating translation, copy editing, and design processes for digital content • Experience monitoring content performance using web analytics or reporting tools
Additional requirements	• Fluency in an official IFRC language an asset – French, Spanish or Arabic (desirable)

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/None

PVG- Scotland	Adult/ Child/ Adult & Child/ None	
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/None	
Driver Check	Yes/No	
<u>International Roles Only</u>		
International Police Check	Yes/No	
International Driving Licence for manual cars	Yes/No	

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.