JOB AND TASK DESCRIPTION

Job Title: Digital Content Assistant
Division: Communications Division
Grade: N

Reports To: Digital Content Editor

General information

The Communications Division (COM) is responsible for providing information and raising awareness of Commonwealth values, programmes and events. This includes press and media relations, publications, publicity and public relations and website management. The Secretariat’s website and social media platforms are essential components of the Commonwealth’s visibility and communications strategy.

Job summary

Among the responsibilities of the Digital Content Assistant are producing engaging video content and maintaining an active presence and impactful reach on our social media platforms which include Twitter, LinkedIn, Instagram, YouTube and Facebook. The objective of the role is to produce content for, and drive traffic to, the Commonwealth Secretariat website and social media channels in order to showcase its work and enhance its brand.

Task description

The post-holder will:

- To assist in planning, creating and maximising social media content
- To produce and support the production of high-quality film, photography, audio and digital content, including for social media
- To operate the Secretariat’s Digital Image Library
- To upload and edit high quality digital content to the Secretariat’s website
- To assist in the design of creative graphic images
- To communicate key Secretariat messages internally and externally
- To build professional relationships with key stakeholders
- To research and develop ideas and working practices which enable the Secretariat to remain innovative
- To assist in operating the Secretariat’s television and radio studios
- To proactively seek content, marketing opportunities and events that build the profile of key stakeholders
- Any other duties appropriate to the role, as required
Person Specification

Education
- A bachelor’s degree or equivalent in broadcast journalism or digital/media/video production, PR and/or marketing from a professionally accredited course or equivalent professional experience.

Knowledge and Experience
- +2 -3 years of experience in a similar role
- Ability to identify a compelling narrative and write engaging social media posts to ensure content reaches wide and targeted audiences
- Awareness of working in and communicating from a politically sensitive organisation
- Ability to operate digital cameras and/or DSLRs to film, producing broadcast quality results
- Experience of using digital editing equipment using Premiere Pro or similar programme
- Experience of graphic design using Adobe Creative Suite or similar
- Experience of using content management systems to upload digital content, especially Drupal and WordPress
- Experience of producing animations
- An excellent communicator who can liaise with senior stakeholders, suggest impactful ideas and deliver a first-class product
- A self-starter who uses imagination, creativity and initiative to find new ways to tell stories
- Flexible and adaptable worker who understands the Commonwealth’s complex internal and external communications needs
- Excellent organisational and planning skills with the ability to prioritise and meet often tight and demanding deadlines

Desirable:
- Experience of running and measuring paid social media campaigns
- Experience using Google Analytics and native social media analytics and tools such as Hootsuite
- Basic working knowledge of HTML, MailChimp and current SEO techniques, as well as relevant UX best practises or web design knowledge
- Ability to network, build contacts and look for opportunities to market and enhance the Secretariat’s reputation and brand

Competencies:

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<th>Respect for Diversity</th>
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<td>Works effectively with people from all backgrounds.</td>
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<td>Treats all people with dignity and respect. Treats men and women equally.</td>
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<td>Shows respect and understanding of diverse points of view and demonstrates understanding in daily work and decision making.</td>
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<td>Examine own biases and behaviours to avoid stereotypical responses and does not discriminate against any individual or group.</td>
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<td>Identifies biases in systems &amp; processes</td>
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## Working with Others

- Regularly shares information of value with colleagues
- Shows commitment to delivering on key agreements made to colleagues
- Makes an effort to view a situation from the other party's perspective as well
- Demonstrates awareness and sensitivity to colleagues' pressures
- Utilises networks to ensure similar goals are achieved collaboratively
- Develops long-term relationships across cultures and/or geographical boundaries
- Uses relationships to identify the best people to help in the completion of tasks
- Tactfully deals with difficult people to gain buy-in and manage their expectations

## Developing & Applying Expertise

- Takes advantage of opportunities to develop an area of expertise
- Takes learning from previous experience and applies them appropriately
- Demonstrates willingness to learn new skills and/or approaches

## Adapting & Innovating

- Recognises opportunities for improvement and proposes change with impact and effect
- Helps others evaluate and strengthen ideas
- Quickly grasps new concepts and how to apply them
- Demonstrates flexibility e.g. by working beyond own remit in order to achieve an objective inter alia
- Will effectively reorganise activities when faced with changing contexts and demands
- Welcomes and adapts to new ideas and/or approaches Adapts personal style to meet the needs of others
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<th>Accountability</th>
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<td>Takes ownership of assigned tasks, honours deadlines.</td>
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<tr>
<td>Ensures timely delivery of outputs within defined cost and quality standard parameters.</td>
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