**Job Description: Digital Communication and Content Development Officer**

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|  | **Job Title**  | Digital Communications and Content Development Officer |
| **Department**  | Project Development, Fundraising & Communications  | **Reporting to**  | Project Development Manager |
| **Job Context**  | You will work with both the Project Development Manager and other BWA staff to develop high quality content on BWA's achievements. You will help write, edit and produce content for Brooke West Africa’s website and social media channels. You will also help monitor and evaluate our digital communications, and assist with tasks to support the wider communications team. You will be organised, enthusiastic and have a demonstrable interest in digital communications. You will need to use a number of different software packages as part of this job – e. g to update our website and do simple audio editing - so you must be unfazed by new technologies and able to learn new IT skills quickly.Above all, you will be motivated, adaptable and have outstanding written and verbal communication skills. We’ll expect you to work hard to support the team, but we also see this as a developmental role: we want you to contribute ideas and to give you a varied role that will allow you to develop your skills. You’ll be part of a friendly, team, and a member of a busy communications department, made up of an advocacy, communications and fundraising team. |
| **Job Purpose:** Brooke is an international animal welfare organisation based in the UK, working to improve the living and working conditions of horses, donkeys and mules in less developed countries. We currently operate in Asia, Africa, Central America and the Middle East, with over 1,000 skilled staff working directly in the field. Brooke has been working in Senegal since January 2010 and a Brooke office was established in Dakar early in 2011. Brooke West Africa Office (BWA) is tasked with developing and implementing country and regional strategies to improve the welfare of working equine animals. This is done by tackling specific welfare issues at grassroots level by engaging with communities, by improving the quality and accessibility of equine services (for example veterinary, farriery, saddlery) and also by seeking wider and long term impact through advocating for an enabling policy and legal environment for working equine welfare.The role requires an enthusiastic and pro-active individual to support our digital communications work. This is a fantastic opportunity for the right person to develop their experience in a busy and dynamic communications department in a well-respected animal welfare organisation. The requirement is that you produce print, electronic and digital stories suitable for communications, visibility, education, awareness and influencing work.**Main Tasks and Responsibilities** This is a varied role and you will need to be flexible and willing to take on a range of tasks. Under the supervision of the PDM and in close collaboration with the Content Development Officer, the ICO will be responsible for:**Supporting and Facilitating Communication for Fund Raising Activities of both BWA and UK Office (20%)** * Work closely with the Head Office and BWA Fundraising and communications Department in preparing and providing information and documents (e. g. case stories, pictures, video documentation, etc.).
* Provide information and actively participate in digital media of the Brooke (the website, social media channels etc.).
* Contribute stories and articles for publications of the Brooke, based on the programme and experiences of the country programme.
* Ensure that the work of BWA retains a high visibility worldwide, via submission of regular and high- quality information to the UK office in consultation with the PDM and the larger BWA team.
* Respond and update information, case stories, pictures and video footages and data requests from the UK Fundcom team and the BWA team as required.
* Solicit information on a regular basis (from BWA direct programmes and form partners) for update in the website, blogs and other channels to meet the organizational goals.
* Identify and collect case stories, images and video clips to provide up-to-date information for fundraising team, for public communication and for regular programme reports.
* Developing and sharing Stories of change with both existing and potential supporters in a timely and regular basis
* Development, circulation and sharing of documentaries regularly on issues that are of interest to potential donors and other stakeholders.

**IEC Materials (20%)*** Work closely and provide technical support to the programme staff (BWA and partners’) on the development of appropriate IEC materials (posters, leaflets, brochures, billboards, etc.).
* Work closely and provide technical support to the Advocacy Officer in relation to the production and use of communication materials in the policy influencing work.
* Coordinate the development of communication and promotion materials (video clips, posters, calendars, shirts, etc.) by the country office.
* In consultation with the PDM, Finance and Operations Manager, Admin and Logistics personnel, and the Regional Director, coordinate work to produce quality IEC materials including (brochures, t-shirts, face mask, photographs, films, etc.).

**Social media (20%)**To assist in keeping our social media presence up-to-date and engaging by:* Helping to keep our social media presence - on Twitter, Facebook, LinkedIn and YouTube - up to date and engaging
* Assisting with social media monitoring and analysis
* Proof-reading transcripts of audio and video content, and adding these to our videos on YouTube
* Researching new ways to raise the digital profile of Brooke West Africa
* Working with UK communication team on scheduling and providing content for wider/UK audiences and brand consistency.
* Engage with our community on social media in a timely manner by responding to comments and questions, liking posts and overall fulfilling the needs of our online audience
* Source content using Brooke West Africa's content and Brooke's global asset library to create assets and engaging copy for our social channels (e.g. gifs, stories, reels, animated clips, edited photos, etc.)
* Produce monthly social media reports

**Media engagement (15%)*** Support liaising with the media.
* Support the production of news features on animal welfare.
* Support the creation of content for the Brooke radio program
* Managing online media interaction and responses to issues using the established social media platforms.

**Website updating & Administration (15%)**To assist the digital communications team by:* Checking web content, such as press releases and events pages on the website
* Carrying out basic editing of images for the website using Adobe Premiere pro and any other software.
* Updating our website using our content management system
* Helping arrange audio and video recordings for the website, and doing audio editing using relevant editing software
* Checking and responding to emails that come to our general website email in an appropriate manner
* Checking comments added to the website, deleting spam and flagging to other members of the team if comments require a response or may infringe our comments policy
* Helping to set up and analyse user surveys

**Digital communication (10%)**To help increase the numbers of people who access Brooke West Africa website by:* Supporting the monitoring and evaluation of our digital activity,
* optimisation and pay-per-click for the website
* Assisting in producing emails for our digital marketing campaigns and helping to keep our contacts database up to date.

**Key relationships** For effective delivery of your work, you shall work closely with the Project Development Manager, the Regional Director and all staff in all departments.  |

**Key knowledge, qualifications, skills, competencies and experiences**

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| Knowledge and experience | Essential | Desirable |
| 1 | At least a first degree (Bachelors) in a relevant communication – Communication Studies, Public Relations, Resource Mobilisation, Development Studies or related fields. journalism, international development, law or animal health/welfare discipline  | √ |  |
| 3 | Demonstrable experience of preparing reports and conference presentations to describe policy research activities |  | ✓ |
| 4 | Knowledge of basic animal welfare concepts and an understanding of the importance of working equines to the economies of developing countries | √ |  |
| 5 | Experience of developing institutional IEC materials  |  | √ |
| 6 | Excellent communication skills (oral and written) in English and French. | √ |  |
| 7 | Good and creative ability and skills in the use of audio-visual equipment. | √ |  |
| 8 | Good information management skills, including the ability to write clear and concise reports for variety of audiences. | √ |  |
| 9 | Commitment and enthusiasm for the Brooke’s mission and values in promoting equine welfare. | √ |  |
| 10 | Experience in working in the NGO Sector.  | √ |  |
| 11 | Knowledge of basic animal welfare concepts and the importance of working equines to households / the economy.  |  | √ |
| 12 | Strong IT skills |  | √ |

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| **Competencies** | **What it means** | **What it does not look like**  |
| Self- Management | Taking responsibility for own actions, behaviours and outcomes  | Making excuses and blaming others; ducking responsibility, or allowing emotions to negatively impact work |
| Learning | Taking responsibility for own learning and fostering growth and development in others | Not valuing feedback, failing to keep up to date on latest developments within own field of expertise, unwilling to share knowledge and learning, or adopting a ‘knowledge is power’ mind-set |
| Relationship Building | Creating and maintaining harmonious and constructive working relationships with others internally and/or externally | Letting personal relationships get in the way of taking tough decisions, stubbornly adhering to own viewpoint, or fostering cliques and encouraging a silo mentality |
| Planning & Organisation | Ensuring that time and resources are utilised to best effect for the achievement of the Brooke’s goals and our mission and that others are committed to agreed courses of action | Sticking rigidly to a plan when circumstances change / being inflexible, not involving / consulting others where appropriate, not delegating when appropriate, or failing to identify risks and make appropriate contingency plans |
| Effective Decision Making | Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke’s mission. | Engaging in unnecessary consultation, being scared to take educated risks, not taking all relevant information into account, or ignoring expertise of others |
| Change & Improvement | Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement | Adhering rigidly to the status quo, resisting changes without good reason, thinking that change / improvement is someone else’s responsibility |
| Collaboration & Cooperation | Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes | Withholding information that could help others, acting in a manner which destroys trust, or not being prepared to help others who are struggling or under pressure |
| Communication and Influence | Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals. | Using emotional blackmail to get own way, believing that ‘own way’ is the only appropriate approach to adopt, or ducking responsibility for delivering tough messages |

**Brooke Core values**

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| Respectful | Being respectful of animals, people, cultures and the environment |
| Effective | Being an organization of dedicated people, determined to improve the welfare of working donkeys, horses and mules  |
| Accountable | Striving to be accountable and transparent in our work |
| Collaborative | Working in an inclusive and collaborative way to give the best |
| Committed | Being committed to making the most effective use of resources to bring about lasting changes for working equine animals |
| Innovative | Being an innovative, evidence based, learning organization |

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| Job holder: .................................................................................................Sign: ............................................. Date: ................................ Supervisor: .................................................................................................Sign: ............................................. Date: ................................  |

**Notes:** Your supervisor shall agree with you on your performance objectives each year. The objectives are specific to the needs of the organization in your area of work within that particular period. The duties laid down in this job description may change following a review.