

Terms of Reference

ALNAP: Digital Engagement Officer

Deadline: 9 October 2024

Applications should be sent by email to alnap@alnap.org by midnight UK time on 9 October. Short-listed candidates will be contacted for interviews and conducted on a rolling basis. This is a remote position.

If you have questions about the scope or qualifications for this work, please get in touch with the ALNAP team: d.squire@alnap.org

1. Role in brief

About ALNAP

The Active Learning Network for Accountability and Performance in Humanitarian Action (ALNAP) is a system-wide network organisation dedicated to improving the accountability and performance of humanitarian action by strengthening the humanitarian evidence base through sharing lessons, identifying key issues and, where appropriate, providing leadership to find collective approaches and solutions. ALNAP is hosted by ODI with an office in London.

For more details on ALNAP please visit: www.alnap.org.

Strong communications and stakeholder engagement are at the core of our vision as the learning network for the humanitarian sector. We aim to expand our global reach to engage humanitarians with compelling content which enables them to learn and improve their performance, so they can deliver better outcomes for crisis affected communities.

ALNAP's Digital Engagement Officer will be responsible for developing and executing strategies that enhance our digital presence and foster meaningful interactions with our audiences. This role involves managing social media channels, creating engaging content, and analysing performance metrics to optimise digital campaigns.

This is a part-time role and remote. The contract will initially be for a fixed term to the end of March 2025.

ALNAP offers a competitive salary depending on your experience and your location.

2. Main Duties and Responsibilities

Social media

Support the delivery of social media and Community of Practice (CoP) engagement strategies

- Work with the Digital Communications Manager to develop social media plans for the day to day running of our social media channels.
- Develop tailored content for our social media channels, including graphics, imagery, videos, case studies and other content that responds to the external environment (e.g World Humanitarian Day).
- Provide moderation support for all of our social media channels, responding to queries using key messaging, and escalating risk or safeguarding issues.
- Work with the communications team to ensure content and CoP activities supports our overall digital strategy.

- Work with the Digital Communications Manager to plan and produce content for our CoPs and other collaborative projects
- Work across the communications team to ensure editorial consistency (both visual and tone of voice) across all on and offline channels.
- Scope out potential contributors to our community content in line with the digital strategy.
- Analyse data and prepare reports on social media performance and assist with campaign performance reports for the ALNAP team.

External engagement

Assist in the delivery of digital engagement and email campaigns

- Create, plan, and build emails – for example, ALNAP’s newsletter, the Bulletin - as needed to meet the organisation’s editorial calendar requirements as per the communications strategy.
- Collaborate with communications, operations and research teams to gather content needs for email to assist in implementing the email outreach strategy.
- Assist in the development of basic data queries for email segmentation based on ALNAP's target audience.
- Identify opportunities for new email programmes and digital journeys to meet the needs of our audience in support of our audience work.
- Identify opportunities and gaps in customer journeys by working alongside the ALNAP team.
- Support the Digital Communications Manager to deliver paid media strategies across Facebook, LinkedIn and Google, PPC and display ads.
- Provide administrative support to the Digital Engagement team where required
- Monitor and report on digital campaigns' effectiveness. Analyse data and suggest strategies to improve overall performance.

Content production

- Assist with writing and publishing blog posts for ALNAP’s website for/ with subject matter experts.
- Work with the Communications Manager, and research team leads where relevant, to develop digital assets e.g. infographics, social media shareables, video, animations.
- Work with colleagues across the organisation to manage our library of content assets.
- Support the Digital Communications Manager and Digital Curator to manage and edit content on ALNAP’s website.

Digital PR

- Support the placement of guest commentary posts on our website.
- Work with the Digital Communications Manager to build authoritative backlinks to our website.
- Identify and develop relationships with relevant influencers/advocates in the humanitarian sector.

General

- Supporting comms colleagues with the delivery of communication output.

3. Your Profile

You are an enthusiastic and forward-thinking professional that is happy both working in a team and independently. You are a passionate communicator with excellent design and writing skills. You are always audience-led and use a data-driven approach to achieve your communication objectives. You prioritise well when working on multiple tasks and you are keen to learn new software. You are comfortable working with people from a variety of backgrounds and contributing to a strong team that works together remotely.

Essential

- Sound knowledge of principles of good digital copywriting, particularly for social channels
- Planning and creating engaging emails
- Experience of creating content for social media



- Proven experience of supporting and engaging with large communities in a digital space

Qualifications/Experience

- 1-2 years of experience in website and social media management
- Experience working in digital communications in the humanitarian sector including content creation; email marketing; strategic use of social media; multimedia; and SEO.
- Experience in creating audience-focused content for social media for a humanitarian organisation.
- Experience in creating accessible and SEO optimised web content.
- Experience working with working in an international remote organisation.
- Experience in using social media aggregating platforms i.e. Buffer, Hootsuite etc
- Contact management systems
- Email engagement platforms i.e. Mailchimp

Skills/abilities

- Excellent writing skills, and the ability to summarise research information in clear, web-friendly, non-specialist language
- Excellent all round IT skills, as well as familiarity with Microsoft 365 apps, content management systems, image/audio/video editing software (Adobe or Affinity suite), social media monitoring and platform insights tools and Google Analytics.
- Good knowledge of social media, digital platforms and web content best practice
- Ability to work collegially with researchers, helping to shape research communications for target audiences
- Strong attention to detail
- Excellent organisational and prioritisation skills
- Ability to work to strict deadlines and under pressure
- Ability to work on own initiative and as part of a team

Desirable

- Fluency in French, Spanish or Arabic
- Previous experience in an international research environment
- Knowledge of key international institutions in the humanitarian sector and beyond

Application process:

Please submit a CV and a cover letter to alnap@alnap.org by midnight UK time on 9 October. Short-listed candidates will be contacted for interview and interviews will be conducted on a rolling basis.

