

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Digital Content Officer
Department	Public Engagement
Unit (if appropriate)	Digital Team / Communications Unit
Grade	5
Salary	Circa £27,000 per annum pro rata
Contract type	Permanent, part time (three days per week)
Reporting to	Senior Digital Content Editor
Responsible for	N/A

Overview of Department

The Public Engagement Department has five specialist Units: Communications; Individual Giving; Business Improvement and Innovation; Major Partnerships and Girls Rights & Youth Advocacy. It aims to create a shift in public opinion on international children's development rights and issues by mobilising the income, resources and forces need to support Plan International UK's work. It's role is to:

- Ambitiously raise profile and awareness of Plan International's work among target UK audiences, inspiring their support
- Raise funds by engaging, securing and maintaining support from UK households and companies and other major partners.
- Leverage Plan International's programme work through effective advocacy and campaigns

The Communications Unit comprises teams covering media, digital, events, brand and marketing. The aim of the Communications Unit is to:

- maximise awareness of Plan International's work and vision, ensuring we are recognised as a trusted go to organisation on child and girls' rights
- mobilise public, media, VIP and corporate engagement with our work
- support and enhance Plan's influencing capacity

Our expertise helps Plan International present who we are and what we do in a professional and consistent way. We are directly responsible for Plan International's strategic communications, brand management including awareness-raising events, digital communications, and press & media management.

Job Purpose

- Create and manage Plan International UK visual assets to support Plan's effective communication across all channels.
- Support the Communications Unit with asset requirements by sourcing and repurposing images and videos, creating graphics and illustrations and managing external suppliers in asset production.
- Use creative vision to develop innovative, on brand assets.
- Ensure internal and external stakeholders are provided with access to the necessary visual assets to implement communications strategies necessary to raise the profile of Plan International UK's work.

Key Duties	Key Activities
Asset creation and production	<ul style="list-style-type: none"> • Produce high quality visual media assets including video, vox pops, digital designs, infographics, photography and icons to be used across digital channels using design software including InDesign Illustrator, Photoshop, Adobe Premier etc. Determine needs for new visual assets, in conjunction with the Senior Digital Content Editor and develop new visuals as agreed. • Undertake tasks and projects as determined by the Senior Digital Content Editor in collaboration with the Brand and Marketing team. • Propose and develop creative ideas for on brand assets • Repurpose Plan International images and videos to create assets of the highest quality and best fit to make Plan International UK's communications across channels more effective • Create graphics and illustrations for the Plan International UK's communications.
Asset management and quality assurance	<ul style="list-style-type: none"> • Source photography for Plan International UK departments. • Manage a pool of external design agencies and freelance designers including briefing and managing asset production across all channels and formats • Consolidate media assets from internal and external stakeholders; classify, catalogue and maintain a resource library to a high standard • Ensure all the information pertinent to the assets is displayed in a user-friendly way and is up to date, including: recommended use, and limitations (including rights, licensing and clearances) • Ensure all assets comply with Plan International's child protection requirements and brand guidelines.
Training	<ul style="list-style-type: none"> • Train internal stakeholders on storing, retrieving and use of all media assets. Train communications team on basic visual asset editing and production • Educate internal stakeholders on the procedures and legal requirements necessary for the best use of items when commissioned to third parties • Produce and maintain a set of digital content guidelines around brand use and formats across digital channels
User services	<ul style="list-style-type: none"> • Attend monthly content meetings and editorial workshops to provide visual asset guidance • Provide assistance to internal and external stakeholders on their search for visual and audio assets, determining their needs, deciding what information best fulfils those needs and then provide assistance in the search for and acquisition of such material • Liaise with the Senior Digital Content Editor on researching pictures and other items for all Plan International UK's communications. • Provide assistance in presentation and publication visual sourcing and production as required
Other Responsibilities	<ul style="list-style-type: none"> • Attend regular team meetings and contribute to the overall smooth operation of the Communications Unit, • Take part in inter-departmental work teams or projects, as requested by the Senior Digital Content Editor, Digital Strategy and

	Development Manager, Brand and Marketing Manager (s) and Head of Communications <ul style="list-style-type: none"> Undertake other tasks and projects as requested by the Senior Digital Content Editor
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General	<ul style="list-style-type: none"> Be open to change and demonstrate a flexible and adaptable approach Work collaboratively with other departments and be a supportive and effective team member Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are executed in accordance with the overall aims of the organisation and in line with Plan's policies and procedures. Participate in training and other activities as requested by the organisation.
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Stakeholder and Customer Service	<ul style="list-style-type: none"> Provide quality customer service to all our respective audiences and comply with Plan International UK's quality management protocols
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Awareness and Representation	<ul style="list-style-type: none"> Commitment to Plan International's position on promoting girls' rights and gender equality; and integrating this into all aspects of work
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Key Deliverables	Please Indicate A R or N/A
<ul style="list-style-type: none"> Develop creative assets for Plan International UK's communications 	R
<ul style="list-style-type: none"> Maintain a pool of design agencies and freelancers 	R
<ul style="list-style-type: none"> Produce and maintain detailed digital content guidelines around brand use and format across digital channels 	R
<ul style="list-style-type: none"> Develop and manage centralised media asset library 	A
<ul style="list-style-type: none"> Provide Digital team and wider Communication team with visual assets across all channels to support Plan International UK's communications in achieving business objectives 	R

Decision Making Criteria: A = Accountable, R = Responsible

Level of Child Protection Responsibility	Standard - Commitment to uphold to Child Protection guidelines at all time
Level of Budgetary Responsibility	None - Post has no budgetary responsibility.
Key Working Contacts	Reporting to Senior Digital Content Editor, working closely with the Brand & Marketing team

This is not intended to be an exhaustive list. Your job description may be subject to change.

Date Created	December 2016
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

Job Title	Digital Content Officer
Department	Public Engagement
Unit (if appropriate)	Communications

PERSONAL COMPETENCIES

Competency Title	The successful candidate will be able to....
Communicating with all stakeholders	Use well developed customer care skills to communicate effectively to all customers. Provide a high level of customer service to all internal and external stakeholders. Demonstrate excellent communications skills, both verbal and written.
Working effectively and efficiently	Ensure work is of a high standard with strict attention to detail. Work accurately and efficiently to deadlines and targets managing a wide and varied workload.
Demonstrating Plan International UK values	Be an enthusiastic member of a team Use resources in a cost effective manner To assist the Communications team in meeting business plan objectives.

RELEVANT EXPERIENCE

The successful candidate will have experience of

Designing and editing visual assets (e.g. video, digital design, infographics, photography, icons, illustrations etc) to be used across digital channels using design software such as InDesign, Photoshop, Illustrator.

Managing the filing and management of visual assets.

Experience working in a media-related, communications environment, ideally in digital communications

Experience of working with photographers, film makers and designers

The successful candidate will have a graphic design qualification or equivalent, demonstrable experience in a graphic design role

SPECIFIC SKILLS AND KNOWLEDGE

The successful candidate will have the ability to....	The successful candidate will have knowledge of....
Demonstrate an awareness of child protection issues	Working in a media-related, communications environment and understand the suitable formats of visual assets across digital channels.

Work flexibly on own initiative and as part of a team	Confidentiality and copyright issues
Prioritise and manage own workload and time	Photoshop, Illustrator, InDesign, Adobe Premiere and similar picture and video editing and manipulation software.
Create impactful visual assets using Photoshop, Illustrator, InDesign, Adobe Premiere and similar to create graphics or illustrations	Optimising assets for different digital channels with a passion for digital communications

Date Created	October 2016
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