



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Digital Communications Officer

REPORTS TO: Head of Communications

REPORTING TO POSTHOLDER: None

LOCATION: Hybrid, with a minimum of two days in our Farringdon office, plus possible travel

DURATION & HOURS: Permanent, full-time

SALARY: £33,200

PURPOSE OF THE ROLE

This role will support the delivery of Farm Africa's fundraising and communications strategy, helping to build Farm Africa's digital profile and engagement. The role is critical to increasing our online fundraising, building our online audience and maximising Farm Africa's digital impact. This role will support on a variety of fundraising acquisition, development and retention campaigns across a range of digital channels, as well as producing content for Farm Africa's website and social media feeds.

You will have a strong understanding of the management of digital channels to meet the needs of external and internal stakeholders including SEO, supporter journeys and analytics. You will have the opportunity to work closely with colleagues across the communications, fundraising and programme teams in the UK and our African hub offices.

KEY TASKS & RESPONSIBILITIES

- ✎ Work with teams across the organisation to deliver, measure and improve effective digital marketing campaigns.
- ✎ Support the delivery of paid social media activity, with a focus on maximising engagement with new potential fundraising audiences.
- ✎ Manage Farm Africa's PPC and SEO strategy, maximising the use of Farm Africa's Google Ad Grant account.
- ✎ Build Farm Africa's reach and engagement on social media through the creation of compelling content, including videos and graphics, and working with ambassadors, partners and influencers to amplify our presence.
- ✎ Produce and post engaging, up to date content for Farm Africa's website and for external partners' websites.
- ✎ Secure online coverage of Farm Africa's fundraising events and campaigns in outlets aligned with our target audiences.



- ▼ Support fundraising teams in the development and delivery of email marketing campaigns.
- ▼ Track and report on digital performance, providing insight and recommendations to senior stakeholders.
- ▼ Offer technical support and training to others across the organisation in the use of the website content management system. Troubleshoot technical problems.
- ▼ Act as an internal ambassador for the Farm Africa brand, promoting adherence to Farm Africa's brand and style guidelines, striving for engaging, accurate, error-free copy every time.
- ▼ Undertake any other reasonable duties as directed by the Head of Communications.

PERSON SPECIFICATION	
Essential	Desirable
Education & Qualifications	
Degree level education or able to demonstrate equivalent skills.	A relevant qualification.
Experience	
Proven experience of developing and implementing digital marketing and communications campaigns across a range of channels.	Experience of delivering targeted online campaigns to support fundraising objectives.
Experience of creating and editing compelling video assets.	Proficient in Premiere Pro.
Experience of creating branded graphics for use in social media.	Proficient in design, including good working knowledge of InDesign, Illustrator and Photoshop.
Experience of using Google AdWords and Google Analytics to engage with online audiences and monitor performance.	
Evidence of building an engaged social media following.	
Experience of editing and proof-reading to ensure content is on brand, accurate and error-free.	Experience of working in international development or agriculture.
Experience of using website content management systems.	Experience of developing and managing email marketing campaigns.
Experience of working as part of a busy team.	
Other Attributes	
Meticulous attention to detail: an eagle eye able to spot every misplaced apostrophe, spelling mistake or off-brand copy.	Skills in photography, filming and video editing.
Excellent copy writing and verbal communication skills.	Excellent presentation and public speaking skills.



Ability to build effective relationships with colleagues and work collaboratively to achieve common goals.	
Ability to work flexibly and collaboratively with a willingness to support other teams.	
Evidence of ability to drive personal learning and keep up to date with digital developments.	
Ability to keep calm under pressure and to prioritise effectively.	
Strong administrative and IT skills.	
Ability to keep calm under pressure and to prioritise effectively.	

Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

- **EXPERT:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDLED:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.

About Farm Africa

Farm Africa is a leading charity that works in partnership with smallholder farmers and small businesses in eastern Africa to improve the quality, quantity and value of their produce, so that they can support their families with more resilient livelihoods. We build the positive case for farming in harmony with nature, so that increasing yields goes hand in hand with restoring ecosystems and biodiversity.

www.farmafrica.org

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