

## Vacancy Announcement

**Position:** Digital Communications Officer  
**Location:** London  
**Contract type:** Permanent, full time  
**Reporting to:** NCD Alliance Communications Manager  
**Desired start day:** July 2022  
**Application deadline:** 30 May 2022

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- *Are you a creative communicator with a track record of effectively translating complex information from diverse sources into polished and compelling written and visual digital content?*
- *Do you have a passion for global health and development, improving the lives of people everywhere, and holding governments accountable for their commitments?*
- *Would you like to be part of a young, dynamic and impactful global NGO, seeking to ensure that people everywhere can enjoy a life free from preventable suffering and death from noncommunicable diseases like cancer, diabetes, cardiovascular disease, lung disease and mental health conditions?*

### Job purpose

In this vital role, the Digital Communications Officer will proactively work within the Communications Unit and across the organisation to refine and deliver the Noncommunicable Disease Alliance's (NCDA's) newly developed communications and digital strategies. They will lead on the management and strengthening of NCDA's social media and email marketing platforms – including written and creative content curation, editorial planning and strategy – while providing support across a broad range of communications activities, such as events, campaigns, monitoring and evaluation, editorial content and website management. Digital savvy, the Digital Communications Officer will work with the team to identify digital trends and generate ideas that will ensure a best-in-class digital experience for NCDA audiences.

### Responsibilities

#### **General**

- Collaborate with the Communications Unit, a pool of external consultants and the wider NCDA team to ensure the successful delivery of NCDA's digital communications strategy.
- Contribute to the delivery of a best-in-class digital experience for NCDA audiences, identifying opportunities for content and digital platform innovation to meet NCDA's organisational objectives.
- Create, edit, and distribute a wide array of digital content, including social media messages, visuals, blogs, website content, newsletters, and other digital marketing materials that communicates the organisation's activities and campaigns.

#### **Social media**

- Lead on the management, strengthening and evaluation of NCDA's social media channels.
- Develop, design and implement digital marketing, campaigns and social media strategies.
- Interact with, promote, and amplify the work of NCDA's diverse membership, as well as the dissemination of NCDA's advocacy and campaign messages.

- Develop and publish dynamic and engaging social media content (both text and visual content).
- Contribute ideas and stay up to date with the latest discussions and trends around social media.
- Use social media analytics tools to monitor, report and implement improvements in response to regular performance assessments.

### ***Email marketing***

- Lead on the delivery of all NCD Alliance email marketing activities, including the preparation, editing and publishing of the weekly newsletter and other updates.
- Look for opportunities to strengthen outreach efforts and increase engagement.
- Provide support to teams in their outreach efforts (e.g. members' bulletin, news digest, save-the-dates, invitations, network releases).
- Maintain subscriber lists and ensure NCD Alliance complies with latest legislation (GDPR).

### ***Communication plans***

- Develop digital communication plans for NCD Alliance events and campaigns (including WHA, UNGA, Global Week for Action on NCDs, Global NCD Alliance Forum and others) and support implementation.
- Support implementation of media relations plan.
- Provide editorial support for NCD Alliance publications.

### ***Website***

- Working with the Communications Unit, curate and upload content to NCD Alliance's websites, including regular updates to the events calendar and news stories.

### **Skills and attributes**

- Bachelor's degree or equivalent in an area relevant to the job description (e.g. communications, marketing, journalism, international development), with a strong interest in global health and development.
- Minimum of 3 years of experience working in a similar role, preferably in an NGO or membership organisation.
- Demonstrable skills in engaging audiences through social media (Twitter, Facebook, YouTube, Instagram, LinkedIn).
- Excellent analytical, writing, editing and proofreading skills, including the ability to synthesise complex material clearly, accurately and compellingly.
- Strong team player and confident communicator who can contribute to discussions and work with internal and external stakeholders across varying levels of seniority.
- Fluent in English (written and spoken); French and/or Spanish are a plus.
- Demonstrable working knowledge of Mailchimp, Adobe Photoshop, Drupal or WordPress, and digital analytics tools.
- Proactive, flexible, self-starter and fast learner with efficient and effective time management skills.
- Ability to work sensitively in a multicultural setting and with people and organisations representing those living with NCDs.
- Ability to think and plan strategically and creatively using audience-first approaches.



Diversity and inclusion are a priority at the NCD Alliance. We are committed to cultivating a fair and healthy environment, where everyone can be themselves and thrive. We are happy to discuss flexible working options for all roles. We work to ensure that our recruitment processes are as inclusive as possible to everyone.

### **NCD Alliance values**

Our work is underpinned by values which align with well-established principles of global health and sustainable development:

- *People-centred*
- *Collaboration*
- *Equity, diversity and inclusion*
- *Accountability*
- *Independence*
- *Excellence and results driven*

### **How to apply**

**Please note that only applicants with a pre-existing right to work in UK will be considered.** We regret that we cannot support visa applications.

Apply for this position via the link here: [NCD Alliance Digital Communications Officer May 2022 \(smart-sheet.com\)](#) and please upload a motivation letter referencing how you possess the required experience and competencies (up to 2 pages) and your curriculum vitae to the link. Please clarify in the cover letter your current location (full address) and when you would be available for employment.

**Application deadline: 30 May 2022** Only shortlisted candidates will be contacted.

### **About the NCD Alliance**

The NCD Alliance (NCDA) is a unique civil society network, dedicated to shaping a world in which everyone can live a healthy and productive life, free from the preventable suffering, stigma, disability, and death caused by non-communicable diseases (NCDs). NCDA is a registered non-governmental organisation (NGO) based in Geneva, Switzerland, bringing together 300 members in more than 80 countries, including a network of 66 national and regional NCD alliances, to form a respected, united, and credible global civil society movement.

[www.ncdalliance.org](http://www.ncdalliance.org)