

Job description

- Job title:** **Digital Communications Lead**
- Line Manager:** Director of Communications and People (Jo Walton)
- Job Purpose:** Developing Ashden's online presence, making our website the best it can be, and growing our community on social media channels to increase reach and impact.

Reporting Workforce: Occasional interns

Budget: TBC

Geographical Location: Flexible – working from home and Ashden office in London Victoria. Currently home-based due to Covid-19.

Job parameters:

- Full-time, permanent employee
- Must be willing to work outside normal office hours, e.g. evenings when we have events, working across global time zones, and monitoring social media outside office hours.

Principle responsibilities

This is a rare opportunity to join an international charity working on climate change solutions in an exciting, varied communications role.

You will lead Ashden's digital strategy, planning, and implementation, to raise awareness of our network of climate leaders, help position Ashden as a bold, informed voice for change, and advocate for real, rapid climate action in the UK and developing countries.

Digital Media

Working with Director of Comms, you will:

- Develop, plan, and implement our digital strategy - setting targets and significantly grow our digital presence through our website, marketing emails and social media
- Plan and execute creative social media campaigns
- Report back on effectiveness and impact to a wide range of stakeholders
- Develop engaging digital content for our platforms and others' (this will often be in partnership with others, whether with Ashden Award winning organisations or partners such as K-CEP, CDP, Clean Cooking Alliance and SEforALL)
- Manage and strengthen Ashden's online community and our connection with key online audiences

Manage Ashden's website including:

- Creating, editing, and uploading content
- Working with Ashden teams to make sure that the website reflects all areas of our work and impact – led by user experience
- Using SEO, PPC (Google AdGrants Pro) and other tools to drive quality traffic to our site
- Run Ashden's social media accounts including Twitter, Facebook, Flickr, Instagram and YouTube (and train/support Ashden teams to develop and contribute to schools and cities accounts)
- Monitor performance and produce regular reports that enable quick and easy analysis of digital platforms
- Manage our extensive video and photo libraries
- Be the guardian of our brand, ensuring that all staff and partner organisations are using it correctly

Marketing and events

- Help to promote both in-person and online Ashden events to target audiences, including the annual Awards celebration
- Attract applicants to the annual Ashden Awards
- Get as many eyes as possible on Ashden's research and insight reports and increase views of our videos
- Help to create meaningful fundraising and donor journeys with multi-national corporates, trusts, foundations, and government.

Internal communication

- Work closely with colleagues across the programme teams to develop online opportunities to promote and share our work
- Work closely with the fundraising team to produce compelling proposals, and liaise with our funders' comms teams to ensure that we are maximising opportunities and recognising their support
- Engage with the wider Ashden team so that they feel ownership and are keen to contribute to our digital and PR campaigns
- Work closely with the UK and International teams to identify compelling stories from Ashden Award winners

Content production

- Produce reports and social media assets using InDesign and Photoshop. This would include an Annual Report and a series of insight reports for the climate sector, policymakers, and funders
- Write and edit copy for an online audience alongside our Editor

Knowledge/skills/experience

Essential:

- Development and delivery of effective social media campaigns
- Experience of growing digital platforms to reach the right audiences
- Experience of managing a website and excellent CMS skills (ideally Wordpress)
- Good understanding of SEO and Google Ads (PPC)

- Google Analytics and other reporting tools
- Proficient in InDesign, Photoshop, infographic production and intermediate video editing skills an advantage.
- Excellent writer - proven track record of writing for a range of audiences
- Able to multitask and prioritise your work schedule.

Personal attributes

- We are a close-knit team of around 20 – working remotely is something we were all used to, to an extent, from working internationally – since we have all been working at home, our internal communications has become more important than ever. You will need great interpersonal skills and to be a team player, especially during busy periods like during the Ashden Awards where we all pitch in where needed.
- You will need to be highly motivated – it's not hard when you are working with such enthusiastic people on such important issues
- Ability to build rapport with a wide range of people from around the world
- Ability to work independently within established parameters – everyone has a voice at Ashden – don't be afraid to use it!
- A keen interest in and knowledge or experience of the climate/sustainable energy/development sectors and the surrounding politics and policies would be an advantage.