



<b>Job title:</b>	Content Manager
<b>Working base:</b>	DEC Secretariat Office, 1-6 Tavistock Square, London WC1H 9NA. Remote working will be considered, but during appeals the work base will be the DEC office.
<b>Reporting to:</b>	Communications and Brand Manager
<b>Direct reports:</b>	None, but this role does manage a social media team and content librarian during the DEC's two-week appeal launch campaign
<b>Liaises with:</b>	Creative agencies, member agencies, DEC Secretariat staff, Rapid Response Network
<b>Budget responsibility:</b>	£100,000+
<b>Salary:</b>	£36,000
<b>Contract status:</b>	Full time, permanent. The DEC welcomes applications from candidates wanting to work part-time or have a job-share.

### **Introduction**

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 14 of the UK's leading humanitarian agencies: Action Against Hunger, ActionAid, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide, Islamic Relief, Oxfam, Plan International, Save the Children, Tearfund and World Vision. Since it was founded in 1963, the DEC has run 73 fundraising appeals and raised more than £1.7bn to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio and an increasing number of digital channels.

The majority of DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from member agencies and is responsible for the day-to-day running of the DEC. There are currently 23 permanent staff and a small number of dedicated volunteers, working together to promote the values of dynamism, openness, collaboration, empowerment and innovation.

### **Role purpose**

This role helps to enhance the profile, reputation and income of the DEC and its appeals by delivering the DEC's digital and offline content strategy, covering the periods both during and between appeals

and telling the stories of people affected by disasters and how DEC funds are helping them recover. This position contributes significantly to enhancing the DEC's brand by ensuring that DEC content is consistent across all communications channels, helping deliver integrated communications and fundraising activity. This will be achieved by:

### ***Between appeals***

- Taking a creative approach to storytelling through text, images and video across the DEC's social media channels and new website, implementing the content and social media strategies and producing multimedia assets (50%)
- Processing inbound content and keeping the DEC's asset management system up to date (20%)
- Assisting with content commissioning and staying abreast of the context in appeal locations by monitoring the media, compiling weekly news digest and interviewing in-country staff to find stories (20%)
- Providing editorial services to all teams at the DEC (10%)

### ***During appeals***

- Managing the social media team and Content Librarian
- Overseeing all social output and managing the production of static and video assets through creative agencies
- Overseeing flow of content from the field to communications and fundraising teams

## **Key objectives and responsibilities**

### **Digital storytelling**

- Plan, create, write and edit social media content and keep channels updated regularly, ensuring that inbound messages are dealt with promptly.
- Develop and produce static and video social media assets, using freelancers or agencies where required.
- Update and publish content on the DEC website and check and edit changes made by other members of the team.
- Ensure all communications are on brand and use consistent messaging and brand language.
- Work with the Communications and Brand Manager to scope, plan, commission and manage content- and story-gathering trips and key stakeholder trips overseas.
- Maintain the roster of freelance content gatherers, designers, editors and others.
- Maintain a forward-planning content and key milestone calendar.
- Keep abreast of best practice in communicating transparency and accountability and ensure the DEC website meets these standards.
- Keep abreast of digital content and storytelling trends, developments, opportunities, initiatives and issues in the charity sector and beyond.
- During an appeal 'period of joint action', manage Social Media Manager and lead a team of digital officers seconded from our member agencies, to oversee organic social media publishing and fundraising as well as inbound messages.

- During an appeal, manage creative agencies producing video and static assets, supervising scripts, providing feedback and signing off assets.
- During an appeal, work closely with the Deployment Manager to shape the changing brief of the field team in the disaster area.
- During an appeal, gather social media data and insights and share daily updates with the team.
- Monitor social media activity out-of-hours and respond to urgent issues.

### **Processing and sharing content**

- Process inbound media and stories and maintain the digital asset management system and other content sharing platforms to make content available to colleagues and other stakeholders.
- Organise and provide training for staff in using these platforms.
- Keep abreast of ethical best practice in content gathering and use, and consent procedures and documentation.
- Liaise with member charity staff, providing updates and sending and requesting content.
- Lead on sourcing a main 'hero' image for appeals.
- During an appeal 'period of joint action', manage Content Librarian and oversee flow of content from the disaster area, member charities and photo agencies to the communications and fundraising teams.
- Share assets with external stakeholders (corporate partners, member charities, public figures) in a timely manner, particularly during appeals.
- Support DEC Scotland, Wales and Northern Ireland with their content needs.

### **Monitoring appeal location context**

- Monitor media coverage of appeal and potential appeal locations using DEC media monitoring systems and flag story opportunities.
- Interview in-country staff to find stories and gather information to inform content.
- Compile a weekly news digest which is disseminated to DEC Secretariat staff and independent trustees.

### **Provide high-quality editorial services**

- Work with teams across the DEC to plan and create content across different media, including copywriting/editing, image selection, scripting and video production, advising on suitable freelancers where appropriate.
- Proofread and copyedit content produced by other teams and colleagues.
- Advise and guide on how to translate content to formats suitable for the website and social media.
- Oversee the production of key DEC publications, including appeal milestone reports and the annual report.
- Liaise with and supervise freelance editors, designers, printers and other suppliers as required.
- Coordinate, edit, design and distribute bi-annual DEC Snapshot member newsletter.
- Research, compile and write a DEC social media engagement policy and guidance, and roll out training to staff.
- Keep the DEC style guide updated and champion plain English terms in place of jargon.

### General communications team support

- Help maintain member agency contact lists.
- Support DEC Scotland, Wales and Northern Ireland with their communications needs.
- Ensure communications team equipment (cameras, voice recorders etc) is fully stocked and functioning.
- Adhere to DEC procurement policy and, where necessary, organise and deliver tenders.

### Working hours and travel

The post-holder is required to work extremely long hours during an appeal and may on occasions also be required to work additional hours in response to an emergency, events held outside office hours or to extra workload. Where possible, notice of this will be given and TOIL (time off in lieu) is available. Occasional UK travel and overseas visits may be required. This is a key role and the postholder's name will be included on an emergency contact list, for occasional urgent communications, and leave may be cancelled.

### Person specification

	Essential	Desirable
Education/ qualifications	<ul style="list-style-type: none"><li>• Educated to degree level, or able to demonstrate a similar level of ability by experience.</li></ul>	<ul style="list-style-type: none"><li>• Relevant degree or technical qualification.</li></ul>
Skills/abilities	<ul style="list-style-type: none"><li>• First-class writing, editing and proofreading skills.</li><li>• Excellent eye for detail.</li><li>• Excellent photo and video editing skills.</li><li>• An eye for design and layout.</li><li>• Good project and time management skills.</li><li>• A proven ability to work without close supervision to deliver excellent results.</li><li>• Ability to understand complex information quickly and simplify for external audiences.</li><li>• Ability to work with numbers and data.</li><li>• Ability to understand and improve complex workflows.</li><li>• Proactive, approachable, diplomatic and constructive.</li><li>• Very strong interpersonal and collaboration skills.</li><li>• Persuasive and confident manner in dealing with colleagues and suppliers.</li></ul>	<ul style="list-style-type: none"><li>• Experience of working in a communications team.</li><li>• Experience of working in a cross-departmental environment.</li><li>• Fluency in another relevant language, eg French, Arabic, South Asian language.</li></ul>

Experience/ knowledge/	<ul style="list-style-type: none"> <li>• Substantial writing and copy-editing experience.</li> <li>• Significant experience of managing the content of an organisation’s website, writing/editing online content and using a CMS.</li> <li>• Proven experience of using social media to communicate and engage with followers.</li> <li>• Demonstrable track record of delivering high-quality communications materials, including report compilation, writing and editing.</li> <li>• Good experience of using Adobe creative software, particularly Photoshop and Premiere.</li> <li>• Experience of working in a high-pressure environment to meet deadlines.</li> <li>• Experience of managing creative agencies, designers and freelancers.</li> <li>• Experience of advising, guiding and feeding back to colleagues on their writing.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing a small team.</li> <li>• Experience of commissioning photography and/or video, and ideally consent/release procedures.</li> <li>• Experience of working with real-life stories and associated ethical issues.</li> <li>• Experience of interviewing people for articles or blogs.</li> <li>• Experience of digital/ online fundraising.</li> <li>• Experience of working with fundraising teams.</li> <li>• Experience of training others in using a CMS.</li> <li>• Experience of working in a charity or as a newspaper/ online sub-editor.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• An understanding of and commitment to the mission and values of the DEC.</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in humanitarian and development issues.</li> </ul>

Competencies	Grade	Description
1. <b>Delivering Quality Results</b>	C	Supports others to achieve outstanding results and to manage risks well
2. <b>Planning</b>	C	Takes a ‘helicopter’ view and anticipates the future
3. <b>Analytical and Innovative Thinking</b>	C	Analyses the external environment confidently and creates options for future solutions
4. <b>Communications</b>	C	Communicates complex technical and/or sensitive/high risk information effectively
5. <b>Team Working and Collaboration</b>	C	Develops external networks to increase internal thinking/learning
6. <b>Leading and Motivating</b>	C	Champions ownership of corporate decisions and leads and motivates others or direct reports effectively
7. <b>Resilience</b>	C	Clarifies priorities and supports others to cope with pressure