



## JOB DESCRIPTION

<b>JOB TITLE</b>	Digital Content & Communications Officer
<b>REPORTS TO</b>	Senior Communications Manager
<b>JOB PURPOSE</b>	<p>After its recent move to the <a href="#">Aga Khan Centre</a>, the <a href="#">Aga Khan Foundation UK</a>, one of the world’s leading international development organisations, is looking to dial up its communications activity and to share more stories about the transformational work we do with more people than ever before. As such, AKF(UK) is looking to hire a creative communications professional and visual story-teller to help support these efforts.</p> <p>The Digital Content &amp; Communications Officer will work with the Senior Communications Manager to create exciting digital and print content to engage and inform existing and new audiences about the work of the Aga Khan Foundation (AKF) and broader <a href="#">Aga Khan Development Network (AKDN)</a>. The person in this role is expected to have experience using graphic design software as well as proven experience of managing digital platforms.</p>
<b>KEY RESPONSIBILITIES</b>	
<ul style="list-style-type: none"><li>• Use news articles, photography and video libraries, booklets and brochures, AKDN websites, and more to create engaging social media posts, website pages, and blogs that can be shared across a variety of social media platforms – <a href="#">Facebook</a>, <a href="#">Twitter</a>, <a href="#">Instagram</a> (AKDN), <a href="#">YouTube</a> and <a href="#">LinkedIn</a> – and <a href="#">AKF(UK)’s website</a>.</li><li>• Update the AKF(UK) website to ensure information is current and communicates our latest messaging.</li><li>• Work with AKF Communications colleagues in US and Canada to co-manage our social media dashboard to schedule posts and ensure there is a steady stream of content across platforms.</li><li>• Analyse website and social media engagement to make recommendations about future content.</li><li>• Keep track of relevant UN ‘World Days’ and plan content around these to reach new audiences.</li><li>• Write-up and design case studies about the work of AKF (including ‘human interest stories’) to bring our impact to life.</li><li>• Identify like-minded organisations/content partners who can help amplify the reach of our content and messages.</li><li>• Support the Senior Communications Manager to develop a suite of girls’ education in Afghanistan communications products.</li></ul>	

- Develop fact sheets and other communications products about key institutional donors (e.g. DFID) that outline the partnership history between AKDN and the donor and what we have achieved together.
- Support the Programmes & Partnerships team to create visually engaging communications products to share with existing or prospective donors, e.g. presentations and brochures.
- Create engaging newsletters to deliver inspiring stories to people's inboxes.
- Update existing print materials and design new marketing materials for use at events, e.g. exhibition stands.

## **QUALIFICATIONS, SKILLS, EXPERIENCE, ATTRIBUTES & INTERESTS**

### **Qualifications**

- Master's Degree desired in a relevant subject, preferably in Development Communications, with a solid understanding of development history, issues, arguments, and indicators and the latest communications practices.

### **Skills & Experience**

- Intermediate-advanced graphic design skills with experience of Adobe Creative Suite (Illustrator; InDesign; Photoshop), online communications tools, and Office and Mac apps.
- Experience of developing high quality communications materials and knowledge of latest communication platforms, tools, trends and developments.
- Intermediate-advanced Powerpoint skills.
- Excellent writing skills and attention to detail.
- Experience of using Wordpress, managing websites and social media scheduling tools.

### **Attributes & Interests**

- A love of photography, graphic design and visual story-telling.
- Respectful of diversity other people's cultures, values. autonomy, and faiths.
- Emotional intelligence.
- Likes getting things done to deadlines and to a high professional standard.
- Entrepreneurial and pro-active self-starter.

## **TO APPLY**

Please email Christopher Wilton-Steer ([christopher.w-steer@akdn.org](mailto:christopher.w-steer@akdn.org)) with:

- Your CV and a cover letter about why you are suited to the role
- Two examples of your work that demonstrates your ability to design print and online marketing materials that tell compelling visual stories.
- A link to your photography and/or design portfolio if you have one.

Applicants must have the right to work in the UK. Closing date 15th February 2019.

## **ABOUT THE AGA KHAN FOUNDATION**

The Aga Khan Foundation seeks to improve the quality of life, enhance self-reliance and promote pluralism in poor and marginalised communities of Africa and Asia. It is one of the world's leading international development organisations.

Established in 1967, its long-term, community-based approach addresses and benefits people of all faiths and backgrounds, especially women and girls. Where disadvantaged or remote communities have limited access to essential services, the Foundation works with them to develop these. The Foundation supports people to become self-reliant and equal partners in their own development. Its activities enhance agriculture and food security, promote early childhood development and access to quality education, improve health and nutrition, advance economic inclusion, and strengthen civil society.

Over the last 50 years, working alongside partners such as the UK's Department for International Development, other government partners, and with the generous support of individual and institutional donors, the Foundation has been able to implement thousands of projects, enabling millions of people to lift their communities out of poverty.

The UK office of the Aga Khan Foundation supports the broader Aga Khan Development Network by forming strategic partnerships with UK and European institutional partners and mobilising resources. AKF(UK) also serves as a learning institution for programme enhancement, policy dialogue, education, and disseminating best practices in international development. Through its series of events and talks, AKF helps raise awareness about particular issues with the development community and with the UK public.