



**GIRLS NOT BRIDES**

The Global Partnership  
to End Child Marriage



# SENIOR DIGITAL OFFICER RECRUITMENT INFORMATION

# CONTENTS

- 2 INTRODUCTION
- 3 ABOUT GIRLS NOT BRIDES
- 5 JOB SUMMARY
- 6 KEY RESPONSIBILITIES
- 7 PERSON SPECIFICATION
- 9 HOW TO APPLY

## INTRODUCTION TO THE ROLE

*Girls Not Brides: The Global Partnership to End Child Marriage* is seeking to appoint an outstanding individual to the role of Senior Digital Officer, to join the Communications Team based in London.

The successful individual will principally be responsible for developing and implementing the *Girls Not Brides* digital approach/strategy, and for overseeing the development and improvement of the Partnership's websites, social media channels and email marketing initiatives.

We are looking for a creative and innovative individual with significant experience across all aspects of digital, with a keen eye for storytelling. They will play a critical role in strengthening our digital channels to support member engagement, learning and participation in the Partnership

### Job location

London, with enhanced flexible working options

### Reporting to

Head of Communications

### Salary range

£35,000-£42,000 depending on experience, plus a generous benefits package

### Contract

Full time

PICTURED ON COVER: Adolescent girl in a field in Bodhgaya, India. Photo: *Girls Not Brides*/Graham Crouch.

# ABOUT GIRLS NOT BRIDES

## Our history

*Girls Not Brides* was initiated in September 2011 by The Elders, a group of independent global leaders working together to promote peace and human rights. *Girls Not Brides* was created as part of their efforts to bring more attention to the harmful practices that hold girls and women back, and to encourage and empower others to work collaboratively to end child marriage. *Girls Not Brides* became an independent charity in 2013.

## Our vision

Our vision is a world without child marriage where girls and women enjoy equal status with boys and men, and are able to achieve their full potential in all aspects of their lives. Our vision challenges deeply embedded social norms that harm the lives of girls, women and their communities.

## Our work

*Girls Not Brides* is the only global organisation uniquely focused on creating and sustaining a worldwide movement to end child marriage, and ensuring that this movement leads to tangible change for the girls at risk or affected by the practice. We are a network of over 1,400 civil society organisations in over 100 countries working in partnership to end child marriage.

Our member organisations are diverse. They vary in size, location and the type of work they do. They include programme implementers and service providers working directly in their communities, and groups focused on research and advocacy to concentrate global, regional and national attention on the problem. They include small community groups and large international non-governmental organisations.

In some countries, our member organisations have come together to form coalitions to end child marriage. They use collective engagement to consolidate their work and catalyse national action.

The secretariat rallies support to end child marriage and supports member organisations by:

- Nurturing relationships with multilateral institutions, media outlets, potential donors, UN bodies and academic institutions.
- Convening member organisations and other key partners (such as UN agencies, donors, governments and academics) to address important questions, such as how to measure progress towards ending child marriage.
- Supporting the development of a shared understanding of promising approaches to end child marriage.

## Our core values

- Inclusivity
- Integrity
- Pragmatism
- Collaboration
- Respect
- Determination

- Building relationships with organisations and alliances working in different sectors to ensure that child marriage is integrated into their work.
- Sharing global and regional policy developments with member organisations and spearheading collective advocacy to include child marriage in development and human rights frameworks.
- Increasing visibility and understanding of the impact of child marriage, and amplifying local and global efforts driven by member organisations to end the practice.
- Ensuring member organisations are equipped with the necessary tools and information to strengthen their work.
- Facilitating collective action by member organisations at the global, regional and national levels.

## Our impact

When *Girls Not Brides* was launched, the issue of child marriage was almost invisible for many, especially in global fora. A few determined organisations were working on the issue, but there was little scope for them to learn from one another, share resources or work together to increase their impact. Since then, we have made significant progress. Highlights include:

- The inclusion of a target to end child marriage in the post-2015 **Sustainable Development Goals**.
- Increased understanding of the range of approaches needed to address child marriage, and the role of different sectors, thanks to our [Theory of Change](#).
- Work with intergovernmental bodies like the **African Union**, **South Asia Association for Regional Cooperation**, the **Commonwealth**, and the **Organisation internationale de la Francophonie**.
- Increased work in Latin America and the Caribbean, with seven governments in the region committing to addressing child marriage.
- The development of national action plans to end child marriage in over 40 countries.
- The launch of the Girls First Fund, a multi-donor initiative to support community-based organisations working to end child marriage around the world. It initiated [VOW: To End Child Marriage](#), an innovative fundraising initiative.



PICTURED: A girl smiles during a break whilst rehearsing a musical performance at the Mariposa Centre in Cabarete, Dominican Republic. Photo: *Girls Not Brides*/Fran Alfonso.

## JOB SUMMARY

- Develop and implement *Girls Not Brides*' digital approach/strategy in line with strategic objectives and ensure that digital innovation and best practice are embedded across the organisation.
- Develop the editorial content plan for all digital channels and ensure it is co-ordinated and integrated.
- Manage on-going development and improvement of the *Girls Not Brides* websites, providing a continually improved user journey.
- Manage the strategic use of our social media channels, tracking trends and opportunities for engagement.
- Oversee our email marketing initiatives.
- Provide regular reporting and analysis across our various digital channels, using the information gained to improve our digital channels and user experiences.
- Identify and test new digital ways to strengthen member engagement, learning and member participation in the Partnership.
- Strengthen and streamline our digital content governance.
- Build the digital skills and knowledge of the team.
- Support and oversee the day-to-day digital work of the Communications Officer.

# KEY RESPONSIBILITIES

## Digital approach/strategy

- Develop the *Girls Not Brides* digital approach/strategy liaising closely with – and supported by – the Head of Communications; input into other strategies, making sure digital is embedded in everything we do.
- Make digital a cornerstone of member engagement and building a participatory, dynamic partnership by trialling new and innovative digital tools and platforms.
- Continually work to improve user experience across all channels, advising on user experience best practice.
- Strengthen our digital and content governance, consolidating workflows and rooting our work in analytics.

## Editorial content, planning and storytelling

- Plan the content calendar liaising closely with – and supported by – the Head of Communications, the Communications Officer and the rest of the team.
- Source potential stories and identify compelling voices and great storytelling through regular engagement with *Girls Not Brides* staff and members.
- Coordinate and edit blogs, news, and other articles from members, partners and the *Girls Not Brides* team, with the support of the Communications Officer. Draft and edit content as required.
- Develop compelling digital content, including articles, news items, blogs, social media assets, videos, long-form stories etc.
- Measure the impact of content across our digital channels, making sure the content is on brand and follows best practice; keep track of latest trends and adapt our approach where required.
- Support the Communications Officer in developing digital content and editing for the web.

## Website management and development

- Develop and implement *Girls Not Brides*' website plan (as part of the digital approach/strategy), liaising closely with – and supported by – the Head of Communications.
- Plan and lead on the continued development of *Girls Not Brides*' websites, ensuring that they adhere to the brand guidelines.
- Liaise with web agencies as a primary point of contact and ensure that all development work is planned and carried out within agreed budget and timescales.
- Ensure content is relevant, up-to-date and on brand at all times, and reflects the latest digital trends and best practice.

- Track and analyse traffic to the *Girls Not Brides* websites; identify ways to reach key audiences and increase brand visibility, including Search Engine Optimisation and advertising.
- Oversee the Communications Officer to ensure ongoing maintenance of the websites, including content upload and bug fixes.

### Social media management and development

- Develop and implement a social media plan (as part of the digital approach/strategy) liaising closely with – and supported by – the Head of Communications and the Communications Officer.
- Oversee *Girls Not Brides*' presence across all social media channels, ensuring all messaging is coherent across channels, on brand and meets our strategic goals.
- Develop social media assets – including videos – and oversee the development of assets and other digital work produced by the Communications Officer, including social media monitoring, community engagement, analytics reports, etc.
- Support members' social media engagement and capacity.

### Email marketing and planning

- Oversee the planning, management and implementation of our email channel, supporting the Communications Officer to develop compelling content for our marketing campaigns.
- Ensure our email marketing tools are fit for purpose and follow the latest trends and best practice.
- Support the rest of the team in writing impactful emails and understanding email marketing, with the support of the Communications Officer.

### Training and support across the organisation

- Work with the team to identify digital skills gaps and develop and implement training to fill those gaps.

### Other responsibilities

- As an integral part of a small communications team, assist with developing communications products, leading on digital products and liaising with service providers to ensure high quality.
- Any other duties assigned by the Head of Communications.

### Safeguarding

*Girls Not Brides* is committed to safeguarding all children, young people and adults at risk with whom our staff and representatives work and interface. Any employment with *Girls Not Brides* may be subject to the satisfactory completion of a background check and a criminal records check which can include but is not limited to: an overseas police record check, a Disclosure and Barring Service Check (for those based in the UK) or an International Criminal Record Check (if applicable).

# PERSON SPECIFICATION

## Essential

- Expertise in website and social media development and management and email marketing with a strong understanding of how digital can help achieve the Partnership's strategic priorities.
- Proven experience of managing a CMS (WordPress).
- Proven experience of developing engaging and accessible content for a website/s and for multiple social media channels (Facebook, Twitter, Instagram, Linked in).
- Excellent copywriting and editing skills and proven experience of producing copy for a variety of different online audiences.
- Proven experience of email marketing newsletters and campaigns.
- Proven experience of managing web and other external agencies.
- A strong understanding of SEO principles and how to apply these to new and existing web content.
- Proven experience of achieving results through web, social media channels and email marketing, and using different tactics and tools to reach different audiences.
- Proven experience of using analytical software to track digital performance and campaigns, create reports and provide insights for learning.
- Up to date on digital developments and trends.
- Proficiency in recent versions of Microsoft Office suite, experience of using Campaign Monitor, Google Analytics, SproutSocial (or other similar tools), knowledge of Salesforce and Basecamp desirable.
- A creative, fast learner with an innovative approach to problem solving.
- Ability to multi-task and prioritise a dynamic workload.
- Excellent English verbal and written communication skills.
- Excellent interpersonal skills, including the ability to interact with people from different backgrounds and cultures.
- Meticulous attention to detail.
- An understanding and passion for *Girls Not Brides*' work.

## Desirable

- Design and image manipulation skills, for example, experience of using Photoshop, Illustrator and InDesign.
- Experience of producing short videos for online use.
- Experience of working for a membership organisation.
- Written and spoken French or Spanish is highly desirable.

# HOW TO APPLY

We are an equal opportunities employer and we welcome applications from all suitably qualified persons.

To apply, please send your CV and covering letter demonstrating how you meet the criteria for this position to [recruitment@GirlsNotBrides.org](mailto:recruitment@GirlsNotBrides.org) by 23:00 GMT on **7 October 2020** clearly stating “Senior Digital Officer” and your name in the subject line.

First round video interviews will take place via Skype over the week commencing **19 October 2020** and final interviews will take place during the week commencing **26 October 2020** in our London offices.

We regret that due to the large number of applications anticipated, only shortlisted candidates will be contacted.