



## Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Employees are expected to be flexible in their work in order to deliver the objectives of the organisation.

<b>Job title</b>	Send My Friend to School Website and Campaigns Officer
<b>Contract type</b>	Maternity cover, fixed-term (expires on 30 <sup>th</sup> July 2012), part-time 21 hours per week
<b>Grade/starting salary</b>	4/£30,886 - £33,066 per annum pro rata
<b>Reporting to</b>	Head of Schools & Youth
<b>Direct reports</b>	none

### Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

### Purpose of the Role

This role is a fixed-term maternity cover and will deliver the schools engagement element of the Global Campaign for Education plans in the first half of 2012. As part of the ActionAid Schools and Youth team, the post-holder will be providing resources to support global learning and active citizenship in schools - mainly in digital format. S/he will also play an active part in a coalition made up of other NGOs and the main teacher unions in the UK. Each year, schools are invited to take part in the Send My Friend to School campaign. The campaign concept, creative and print materials will have been decided before the post-holder starts and the first stage of the website is due to go live by the end of December 2012, with the full version of the site being available to schools by February 2012. This is a varied job, mainly delivered on-line. The emphasis in the school spring term is on promotion. Summer term is the peak time for activity and contact with schools and an on-line evaluation must be completed before schools break up for the summer term.

Main purpose of the role:

- Manage, edit and write content for the Send My Friend to School website and e-comms to school
- Develop and implement a marketing plan for schools
- Manage the production, delivery and sending out of offline resources to schools
- General support for the Send My Friend to School campaign

## Key tasks and responsibilities

### 1. Send My Friend to School website (50%)

- Manage the relationship with the website developers including the organisation of 'site testing', problem-solving and the 'go live' schedule
- Manage the relationship with Comic Relief who host the website and send out the e-newsletters
- Write copy where required, format PDFs, add images, upload films and publish learning materials on the site
- Update the site through the campaign with news and other events as they occur
- Monitor website usage using Google analytics
- Evaluate the campaign on-line using Survey Monkey

### 2. Marketing (30%)

- Supply copy, images/banners and logos to coalition members to promote the campaign through their networks.
- Work with the media co-ordinator to support the PR campaign with stories, facts and images
- Manage on-line marketing via teacher websites by writing promotional copy, promoting learning resources and creating banner images for campaign promotion.
- Deliver an on-going digital conversation with schools, sharing events and actions in schools, asking for images on the website and ensuring that schools complete the campaign totaliser
- Write engaging e-newsletters for schools that sign up to the campaign and organise e-mailing in liaison with Comic Relief.

### 3. Print materials (10%)

- Ensure that the off-line materials are printed within deadlines and delivered to the correct places
- Process orders from schools signing up to the campaign, amend to include MP's contact information and liaise with ActionAid Supporter Care unit to ensure the delivery of teaching packs to schools
- Commission any additional print that is required as the campaign progresses

### 4. General support (10%)

- Organise and minute campaigns group meetings
- Agree any budget expenditure with the Head of Schools and Youth
- Check and monitor media clippings about the campaign
- Support the organisation of events
- Handle enquires from schools
- Report on the progress of the campaign to internal stakeholders

## Person Specification

<b>Knowledge and Experience</b>	
<i><b>Essential</b></i>	<i><b>Desirable</b></i>
Copy writing and editing for the web and e-comms	Project management experience
Basic HTML	Previous experience of working on development issues and of the 'right to education in particular'
Use of Content Management System	Marketing experience
Picture formatting for web	
Testing and trouble-shooting websites	
Building relationships with a wide range of stakeholders	
Experience of working with a schools audience in the UK	
Able to manage multiple outputs	
<b>Skills and Abilities</b>	
Skilled in defining communication messages for targeted audience, based on campaign objectives	
Proactive in problem solving, knowing when to make decisions and when to refer for guidance	
Able to drive project outputs and ensure tasks are completed correctly and at the same time pay attention to detail and ensure the quality of the work	
Good interpersonal skills, able to get on with co-workers, show flexibility when required and accept supervision.	
Able to manage multiple the delivery of multiple outputs efficiently and within agreed schedules	