



# **JOB DESCRIPTION: Digital Communications Manager (Graphics & Videography)**

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## **ROLE PURPOSE**

You will be responsible for devising, developing and executing digital communications that support and help deliver communications and organisational objectives, overseeing digital campaigns, and liaising with stakeholders to raise awareness and increase growth of AREF.

You will be responsible for providing the digital aspects of all strategic communications across key projects, partnerships and initiatives, and for providing graphic communications services.

You will report to the AREF CEO and work closely with the Strategic Communications Manager, and with senior staff across AREF (UK) and AREF Africa.

## **ABOUT US**

### **What you will do:**

You will:

- Develop Translate the goals set out in AREF's communications strategy into specific digital plans with measurable objectives for digital channels.
- Lead on the planning for AREF's digital channels, including (but not limited to) website, social media, SEO/SEM, media, and newsletters.
- Develop and implement digital marketing campaigns that align with communications objectives to drive charitable objectives, embedding AREF's brand voice, identity, and key messaging across all digital channels.
- Maintain and upload content onto digital channels including the website and social media.
- Oversee and deliver the creation, publication, and maintenance of digital content, in particular video, photography, graphics, and other visual content ensuring it reflects best practice and meets accessibility standards.
- Create and publish original digital content such as graphics, short videos, photography and infographics, and produce promotional visuals, video briefs and digital and graphic content for AREF's Programmes and Fundraising teams.



- Support the creation of high-quality, creative digital content to facilitate researcher development and organisational profile raising.
- Leverage creative and AI-driven tools for content generation and analysis, enhancing campaign performance and reach.
- Drive digital engagement through the management and delivery of digital campaigns, implementing SEO to boost engagement and achieve specific goals.
- Use digital channels and content to drive press engagement, influencer outreach, and social media activations directly or via partnerships.
- Design and implement digital campaigns that generate buzz and exclusivity to attract donors/funders.
- Provide overall project management of digital communications activity across projects and initiatives, providing expert communications advice to key internal staff as necessary.
- Manage AREF's digital platforms, accounts, and resources ensuring they meet regulatory requirements and can be accessed by authorised staff as required.
- Oversee vendor and supplier contracts relevant to digital communications to ensure cost effectiveness and reliability of services to agreed standards.
- Contribute to departmental budgets to maximise impact and value.
- Leverage data and use analytic tools to monitor and evaluate the performance of digital content, channels and engagement, report on results, and devise improvements to optimise digital outreach and engagement.
- Oversee website design, optimisation and analytics to enhance user experience and engagement.
- Manage social media monitoring/policy, including staff training.
- Provide expert digital communications advice and guidance to members of SMT and advise and support colleagues on brand and digital communications, helping them use digital and social media responsibly and effectively.

#### In addition, you will also:

- undertake various projects as required.
- carry out any other reasonable duties.
- identify opportunities to continually improve the charity.

#### Who you will work with:

- You will report to the CEO and work closely with the Strategic Communications Manager and other senior managers.



## ABOUT YOU

### You will be able to:

- communicate clearly and concisely in writing and verbally with colleagues, trustees, and other stakeholders including the ability to write reports, briefings, and minutes.
- build effective working relationships.
- plan and manage multiple projects and processes, delivering consistently to specified high standards and necessary deadlines.
- manage diverse stakeholders to align and achieve agreed objectives.
- work collaboratively and creatively, being able to negotiate and compromise in pursuit of shared goals.

### You will be:

- Educated to Bachelor's degree in media and communications.
- Able to communicate excellently in written and oral English and present information in clear, concise, and compelling ways.
- Experienced in design and graphic content programmes such as Final Cut Pro, Adobe Premium or Avid, DVD Studio Pro, After Effects, Illustrator, Photoshop, Audition Spark, DaVinci Resolve or any other suitable software.
- Proficient in conceptualising, designing, executing, and delivering visual assets for use in email marketing, online marketing, social media, advertisements, newsletters, and other marketing collateral.
- Excellent at organising, coordinating and prioritising complex workloads, meeting multiple deadlines, and managing projects to deliver successful outcomes.
- Experienced in IT with skills in editing, web content management software, SharePoint and email communications management tools.
- Proficient in WordPress.

### You may also have experience of:

- working in a charity.
- experience of project management.

The postholder will be based in The Gambia at the Medical Research Council Unit, The Gambia at The London School of Hygiene and Tropical Medicine, Fajara.



The salary will be paid in Grade 2c points of MRCG at LSHTM's pay scale.

The appointment is for 2 years initially and subject to a probationary period of 6 months.

To apply, please visit [www.mrc.gm](http://www.mrc.gm) and proceed to the careers section to complete an online application.

The closing date for the receipt of applications is TBC.

MRCG at the LSHTM is an equal opportunities employer and operates a strict no smoking policy.

**Only short-listed candidates will be contacted.**