

## **Digital Marketing and Communications Officer**

<b>Job Title:</b>	Digital Marketing & Communications Officer
<b>Branch:</b>	Marketing & Communications
<b>Reports To:</b>	Director of Marketing & Communications
<b>Number of Direct Subordinates:</b>	0
<b>Location:</b>	Silver Spring, MD

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### **Background**

Handicap International is an international humanitarian organization that works to improve the living conditions of people living in disabling situations in post-conflict or low-income countries around the world. Founded in France in 1982, the Handicap International Federation now has more than 3,350 personnel working in nearly 60 of the world's lowest income countries. Eight national associations, based in France, Switzerland, Belgium, Germany, Luxembourg, Great Britain, Canada and the United States, provide overall support for the field programs, which are implemented through Handicap International Federation headquarters in Lyon, France.

Handicap International's programs respond fast and effectively to natural and civil disasters in order to limit serious and permanent injustices and to assist survivors with social and economic reintegration; reduce and address the consequences of disabling accidents and diseases; clear landmines and unexploded ordnance and prevent mine-related accidents through education; and advocate for the universal recognition of the rights of people with disabilities through national planning and advocacy, and for the elimination of landmines and cluster munitions, and a halt to the use of explosive weapons in populated areas.

### **Purpose of the Job**

The Digital Marketing and Communications Officer is responsible for helping to raise Handicap International's profile in the United States in support of Handicap International's 300+ projects in 60 countries, as well as Handicap International's advocacy work.

Under the supervision of the Director of Marketing & Communications and in collaboration with the U.S. fundraising team, the Federal Communications and Information teams in Lyon, France, and other relevant teams, this position will ensure that Handicap International's digital footprint in the U.S. reflects our programmatic and advocacy priorities, and encourages people to support our work as advocates and donors. This individual will also create digital and print collateral, support media relations, create communications tools (print and digital), and conduct other outreach initiatives and events.

The Digital Marketing & Communications Officer will stay abreast of Handicap International's programs and will develop channels for communicating the impact of this work to the general public, as well as current and potential donors. Primary responsibilities include daily management of Handicap International's website and social media channels, ensuring that all web-based content supports and enhances Handicap

International's fundraising activities, complements our work with media relations, and encourages more people to support our actions. The officer will also keep track of key performance indicators.

### **Personal Traits**

The ideal candidate has a can-do attitude. He/she is a self-starter who organizes and prioritizes work, delivering excellence under pressure. He/she will require minimal supervision, using strong interpersonal skills to exercise discretion and maturity with local colleagues, and those based in Lyon, France, or any of the 60 countries in which we operate. As such, this candidate will appreciate the challenges and benefits of working in a larger organization, while contributing to the collaborative nature of our close-knit office in Silver Spring. This individual is intellectually curious, and will challenge the norms to deliver better results.

### **Key Areas of Responsibility**

#### **1. Be in the know**

*When headlines shift, you look for overlaps with our narrative.*

- Keep abreast of international and national news;
- Follow the development of Handicap International activities, campaigns and programs;
- Share updates with staff as necessary.

#### **2. Write exceptionally well**

*You get a sense of pride when you distill two paragraphs into one, and can cut to the heart of a story quickly. Deadlines don't intimidate you.*

- Review and edit all new content from our field programs, prepare for publication and promotion on all digital channels;
- Write or contribute to digital and print newsletters;
- Develop new collateral, such as brochures and graphics;
- Suggest and report new stories;
- Support donor-focused communications.

#### **3. Coordinate and plan digital media**

##### **Website**

*Nurturing a current, relevant user experience gives you a sense of pride. You're happy when the website has a busy day, but you follow traffic back to its source to find out why, and pull a few levers to make the site even better going forward.*

- Develop original content, including support to bloggers;
- Plan editorial calendars in tandem with communications and marketing colleagues to ensure our marketing hits across all our channels;
- Edit and produce content provided by field programs;
- Develop and manage graphics and other multi-media for the website;
- Create slideshows, videos and/or other multimedia;
- Assist in the implementation and monitoring of procedures for ongoing website revision and upkeep;

- Study user behaviors, and a/b test pages to ensure visitors take steps to join our work as newsletter subscribers or donors;
- Support mobile and digital fundraising goals;
- Analyze and report on website traffic to Director of Marketing & Communications, and colleagues in the Federation each month;
- Manage and update Google AdWords account and run remarketing campaigns during peak donation periods.

### **Social media**

*Just as comfortable with campaigns as with daily upkeep, you plan ahead to create a steady flow of engaging content for the people interested in our work. Every new follower, like, retweet, and share has meaning.*

- Maintain and enhance Handicap International's presence on social sites, such as Facebook, Twitter, and YouTube;
- Expand Handicap International's engagement and reach;
- Promote Handicap International news, as well as issues at the heart of our work;
- Plan and promote social media campaigns and ads, as needed;
- Communicate the case for support of Handicap International programs and effectiveness to all relevant audiences;
- Review new social media communities and determine viability and effectiveness of our participation on new networks;
- Analyze and report engagement metrics across social media to Director of Marketing & Communications, and colleagues in the Federation each month.

### **4. Support media relations**

*You read the headlines every morning, and look for new avenues to share our story.*

- Maintain and develop a portfolio of targeted relationships with the aim to elevate Handicap International's profile in regional, national, and targeted media outlets;
- Develop original story ideas to pitch to journalists;
- Support media outreach around larger campaigns.

### **5. Support events and advocacy**

*The office hosts a handful of events each year, but with a small team it's all hands on deck, and you're happy to shift gears and focus on roll-up banners and guest lists for a few days.*

- Support in the planning and delivery of events that promote Handicap International's programs, fundraising and advocacy objectives.

*Carry out any other tasks as may be assigned.*

### **Qualifications**

- Bachelor's degree
- Minimum three years of professional experience in communications, or related field such as journalism or marketing

- Excellent written and oral communications skills; deadline oriented
- Proven ability to simplify and synthesize complex issues and text, both in written and oral forms
- Excellent web-based skills, including familiarity with content management systems, and email marketing
- Strong understanding of web-based outreach efforts, as well as trends in web usage, SEO, analytics, and new tools
- Proficient knowledge of using social media platforms to build brand awareness, attract traffic to <http://www.handicap-international.us>, and to enhance multichannel marketing
- Strong analytical, organizational and problem-solving skills
- Design and layout skills, and knowledge of InDesign are a plus
- Experience in international development and/or extensive travel preferred
- Photography skills preferred, but not required
- Video filming and editing skills preferred, but not required
- Familiarity with national and regional media outlets
- Experience with issues related to disability preferred
- French language competency is desirable, but not essential
- International travel will be required (roughly 5% of time)

*We will only consider applications from U.S. citizens, or from applicants who already have permission to work in the United States.  
People with disabilities are strongly encouraged to apply.*

### **What's next?**

Apply by Monday June 20 by submitting a typo-free cover letter explaining why you're the right candidate for this role, your resume, and two of your favorite clips from the last six months. Send these documents to [recruitcomms@handicap-international.us](mailto:recruitcomms@handicap-international.us) with the subject line "Digital Marketing & Communications Officer" in the subject line.

### **More information**

*You really can't wait to read this paragraph...*

Handicap International U.S., a 501(c)3 organization with an independent Board of Directors, is a constituent member of the Handicap International Federation. Handicap International U.S. has offices in Silver Spring, MD. The mission is to support the work of the HI Federation by administering grants and contracts, raising awareness of the needs among the populations we serve, mobilizing private and public financial support, representing Handicap International with national, international bilateral and multilateral institutions based in the U.S., facilitating the recruitment of personnel, and raising the organization's profile. Handicap International U.S. also engages in education programs with the general public and advocates for U.S. accession to the landmine and cluster munitions treaties, as well as the Convention on the Rights of Persons with Disabilities. The organization raises approximately \$16 million per year, of which 90 percent derives from grants and cooperative agreements with the U.S. Government. The organization conducts active outreach to the U.S. public through digital and other media.