



Royal African Society

Patron: H.R.H. The Duke of Cambridge
Chair: Zeinab Badawi

Organisation	The Royal African Society
Job Title	Digital Communications Manager (Freelance)
Fee	£175 per day
Contract	11 month fixed-term freelance contract (February – December 2021)
Hours	4 days per week (average)
Reporting to	Deputy Director
Responsible for	Marketing Coordinator / Intern
Location	Remote working, with potential for onsite working at the Royal African Society offices in Russell Square (TBC)

About the Royal African Society

The Royal African Society (RAS) is a membership organisation that provides opportunities for people to connect, celebrate and engage critically with a wide range of topics and ideas about Africa today. Through our events, publications and digital channels we share insight, instigate debate and facilitate mutual understanding between the UK and Africa. We amplify African voices and interests in academia, business, politics, the arts and education, reaching a network of more than one million people globally. Click on the following links to learn more about [who we are](#) and [what we do](#).

2021 will mark our 120th anniversary and we want to leverage the opportunity to raise our profile, embark on a membership recruitment drive, increase donations, celebrate our recent achievements, and tell the story of our journey - from where we started in 1901 to where we are now and, most importantly, where we are headed. To this end, we will be developing a Theory of Change framework in January and February, which will inform our new strategy and messaging for next year and beyond.

As part of our anniversary celebrations, we are also planning a rebrand for both the Society and *African Affairs*, our quarterly top-rated African Studies journal, as well as a series of high-profile events, including our biennial *Africa Writes* festival and a major conference on 'Climate, Conflict and Demography in Africa' ahead of COP 26 in November. Another important initiative to highlight is our UK Curriculum Reform inquiry report that will be led by the APPG for Africa, which we administer, and will require a strong communications and advocacy campaign around it.

This is a very exciting time to join the Royal African Society and drive the move to place digital communications at the heart of all our work, helping to raise the charity's brand and that of our different programmes, and supporting our future sustainability.

About the role

We are seeking to recruit a brilliant freelance Digital Communications Manager with a creative, collaborative and innovative approach and a proven track record of devising and delivering successful story-telling and social media campaigns that engage multiple stakeholders in digital amplification.

The Digital Communications Manager will be responsible for developing and delivering a coherent, co-ordinated and engaging digital strategy across all our charity's communications and social media channels, including those of our different programmes.



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This role will sit at the heart of our small dynamic team, which includes full-time, part-time and seasonal freelance staff. The successful candidate will work alongside colleagues to promote exciting high-profile events, campaigns and key messages as part of our 120th year celebrations. This will result in expanded audience reach, an increase in individual donations and membership, and a higher profile and understanding of the Society's work and mission amongst our stake-holders and the wider public.

Main Tasks & Responsibilities

DIGITAL MARKETING

- **Strategy**
 - Develop and implement digital marketing and communications plans for the Society and its different programmes, including the APPG for Africa, African Arguments, Africa Writes, our corporate and public events, and our Education programme.
- **Digital and content marketing**
 - Oversee the digital and content marketing across the organisation, including all newsletters, social media and content advertising.
 - Finish setting up the Google Ad Grants and take the lead in its implementation.
- **Data & CRM**
 - Oversee the collection and management of audience data through all our channels, including mailing list sign-ups and event registrations.
 - Implement data sharing agreements with event partners, where possible.
 - Implement process for importing Eventbrite registrations into our CRM system.
 - Assist in the creation of a new GDPR-compliant data management policy for the Society, led by the Deputy Director.
- **Advertising & Budgeting**
 - Oversee the design and placement of any advertising across the organisation.
 - Manage the marketing and digital advertising budget in consultation with the relevant programme leads and Deputy Director.

CONTENT MANAGEMENT

- **Strategy & KPIs**
 - Develop and implement an engaging content strategy and annual schedule/timeline for all RAS platforms (website, social media channels and e-newsletters).
 - Develop and implement a strategy with clear KPIs for increasing website traffic, mailing list subscribers and engagement across all our social channels, including Twitter, Facebook, Instagram, LinkedIn and YouTube.
- **Content Management**
 - Manage and oversee the content, design and infrastructure of RAS and Africa Writes sites.
 - Work with the Editors of *African Arguments* to ensure high quality and consistency of content published on the AA channels daily.
 - Research, source and develop story ideas of topical relevance and plan for upcoming news stories and campaigns.



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COMMUNICATIONS & PR

- **External Communications**
 - Oversee all external communications across the organisation, implementing and managing a centralised internal process for input and approval.
 - Lead on the production of blog posts and editing of podcasts around key public events to be published on the RAS site, Mixcloud platform, and further disseminated via our social channels and e-newsletters.
- **PR for high profile events and festivals**
 - Draft and issue press releases for *Africa Writes 2021* and other key events, with input from relevant members of the team.
 - Ensure compilation of a public press folder for *Africa Writes 2021* and other main events, including press releases, speakers' BIOs & headshots, and other press/marketing assets.
 - Coordinate all press requests and press accreditation, ensuring good media coverage.
- **Media Contacts**
 - Maintain an up-to-date database of press contacts on Mailchimp and our CRM system.

PARTNERSHIPS & FUNDRAISING

- Identify, secure and manage successful marketing, reciprocal and digital media partnerships, which extend the organisation's reach and impact.
- Support the Society's membership recruitment drive in 2021, regularly sharing messages about our charity's work and impact compelling audiences to 'donate' and 'join us'.
- Support wider fundraising and revenue generating efforts across the Society through strategic communications that demonstrate our relevance and impact.

MONITORING & EVALUATION

- Produce quarterly and annual reports with audience stats and online/media reach.
- Implement a data-driven approach to our digital marketing and communications, employing metric tools to measure impact and identify gaps, adapting the strategy as necessary.
- Produce quarterly reports for the Society's Council (board of trustees) against agreed KPIs.
- Assist in the creation of audience surveys and audience reporting for key events, led by the Fundraising Manager.

AGENCY & STAFF MANAGEMENT

- Manage relationships with web, design, CRM, PR, and other external agencies supporting the delivery of marketing and communications activities.
- Manage two different Marketing Interns who will support this role between March-May and October-December 2021, and the *Africa Writes 2021* Marketing Coordinator and Intern from June and July to October respectively.



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Person Specification

Below are the requirements we will assess applicants against throughout the selection process.

Experience

1. At least 5 years' experience in the field of digital communications, marketing and social media.
2. Experience of content management systems, particularly Wordpress.
3. Experience using email marketing platforms (Mailchimp or similar).
4. Experience of design programmes (Photoshop, InDesign).
5. Experience of Salesforce or similar Customer Relationship Management (CRM) system.
6. Experience managing budgets and finances.

Skills & Attributes

7. Excellent communication, relationship-building and interpersonal skills.
8. Excellent organisational skills, with ability to successfully multi-task and meet deadlines.
9. Ability to undertake research, process technical information and strong attention to detail.
10. Ability to work independently and as part of a small, collaborative team.
11. Ability to adapt quickly and respond to changing circumstances and deadlines.
12. Responsible independence: ability to use own initiative whilst knowing when to seek advice.

Education, Knowledge & Competencies

13. Degree in communications, marketing, journalism, media studies, public relations or similar.
14. Knowledge of and interest in contemporary African affairs, arts and culture.
15. Commitment to the vision, mission and values of the Royal African Society.

Application Process & Key Dates

To apply, **please send your latest CV and a covering letter (2 pages max)** explaining why you think you are suitable for the job addressing the points in the person specification above to **Sheila Ruiz, Deputy Director**, at sheila.ruiz@soas.ac.uk.

Deadline: Friday, 22nd January 2021, 5PM GMT.

Notification: if shortlisted, you will be notified by Friday, 29th January 2021.

Interviews: interviews will take place **via Zoom on Wednesday 3rd and Thursday 4th February 2021.**

Start date: w/c Monday, 15th February 2021 or as soon as possible thereafter.

- **Candidates should have the right to live and work in the UK.** Regrettably, a small charity, we are not able to sponsor work visas for international applicants.
- Due to the large number of applications we usually receive, **we will only be contacting shortlisted applicants** and will not be able to provide individual feedback on unsuccessful applications.
- We welcome applications from all backgrounds and communities and particularly **encourage applicants from a BAME background.**