



| | |
|------------------------|--|
| Organisation | The Royal African Society |
| Job Title | Digital Communications Manager |
| Fee | 35k |
| Contract | Full-time |
| Hours | 5 days a week (35 hours) |
| Reporting to | Deputy Director |
| Responsible for | Intern |
| Location | Remote working, with some onsite working at the Royal African Society offices at SOAS in Russell Square and at RAS public events and festivals wherever held |

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](#).

The Society's 120th anniversary is being celebrated in 2021-22 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 and where we are headed. Our Film Africa festival will be held in the autumn of 2022 which will involve a major communications effort.

About the role

We are seeking to recruit a brilliant 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.

The Digital Communications Manager will be responsible for delivering the Society's digital strategy across all our charity's communications and social media channels, including those of our

different programmes. The objective is to enhance the Society's visibility and impact, to attract larger audiences and greater appreciation of our work.

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. 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

COMMUNICATIONS & PR

- Oversee media activity for our key events and festivals, including Film Africa, with input from the wider team, to maximise the Royal African Society's public impact.
- Manage external communications across the Society - implementing and managing a centralised internal process for input and approval, checking articles, and drafting pitches to journalists
- Liaison with the media, creating media lists, carrying out media sell ins, and logging coverage
- Coordinate all press requests and press accreditation
- Monitoring the news and creating reports and responses when necessary
- Contributing to the planning and execution of event, festival and project communications plans

MARKETING AND DIGITAL

- Oversee the digital and content creation and marketing, including all newsletters, social media and advertising
- Manage the marketing and digital advertising budget in consultation with the relevant programme leads and Deputy Director.
- Finish setting up the Google Ad Grants and take the lead in its implementation.
- Supporting the management of print and digital asset production, liaising with external creative suppliers and printers

DATA & CRM

- Coordinate with other staff the collection and management of audience data through all our channels, including mailing list sign-ups and event registrations to help measure the Society's impact
- Assist in the creation of a new GDPR-compliant data management policy for the Society, led by the Deputy Director.

CONTENT AND WEB MANAGEMENT

- Manage the Society's and Africa Writes websites, including the content, design and infrastructure
- Design and implement an engaging content strategy and annual schedule/timeline for all RAS platforms (website, social media channels and e-newsletters) that has clear KPIs and deliverables

- Supporting digital development projects to improve the websites

PARTNERSHIPS & FUNDRAISING

- Work with the fundraising manager to Identify, secure and manage successful marketing and digital media partnerships
- Support wider fundraising and revenue generating efforts across the Society through strategic communications that demonstrate our relevance and impact.

STAFF & AGENCY MANAGEMENT

- Assist the Deputy Director to manage relationships with external agencies supporting the delivery of marketing and communications activities.
- Manage a communications intern (2-3 months pa part time)
- (in due course) Line management of a Digital Media Officer

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 PR, Marketing or Communication
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.
7. Previous experience of managing junior staff members

Skills & Attributes

8. Excellent communication, relationship-building and interpersonal skills.
9. Excellent organisational skills, with ability to successfully multitask and meet deadlines.
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 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 **Desta Haile, Deputy Director, at dh35@soas.ac.uk**.

Deadline: 4 Feb 2022.

Notification: if shortlisted, you will be notified by 8 February 2022.

Interviews: interviews will take place via Zoom 10 & 11 February 2022.

Start date: As soon as possible.

- **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 Black or ethnic minority background.**