

Job Framework

Job Title	Digital Communications and Marketing Advisor (Previously Communications and Marketing Advisor)	Cost Centre	61320
Location	London	No of Direct Reports	1 (shared with Advocacy and PA Advisor)
Reporting to	UK Communications Manager	Budget Responsibilities (Y/N)	N

Who we are

Marie Stopes International (MSI) is a global organisation providing personalised contraception and safe abortion services to women and girls. Our local teams of professionals are passionate about the work they do in communities across 37 countries. The services we provide give a woman the power to choose when she has children so that she's free to pursue her plans and dreams for herself and her family.

The primary responsibility of this role is to further MSI's Goal: The prevention of unwanted births and its mission of ensuring an individual's right to: children by choice, not chance.

The Role

Manage our social channels and website, developing an 'audience first' strategy that ensures the right audiences are engaged with the right content at the right times. They will take the lead on social content creation (photo, video, infographics, copy etc) and campaign development, focusing on inspiring action and promoting talkability/shareability within social communities.

The role-holder will be a brand guardian, ensuring the look and feel of our owned channels is consistent with the global brand, while still relevant and engaging to the local audience. They will own our relationship with Google Ad Words and develop new mechanisms to use the Google funding provided to ensure maximum efficacy and return in terms of awareness and consideration; they will also maintain and populate other paid for digital marketing channels and advise on new opportunities to engage online through owned, earned or paid channels.

They will also act as an advisor on digital marketing activity for specific services, focusing on providing strategic support rather than direct implementation.

Key Responsibilities

- Work closely with the UK Comms Manager and Global Comms team to develop overarching social media and digital marketing campaigns and plans, focused on engaging UK audiences, e.g. influencers, clients and health professionals
- Develop high quality, effective and engaging content that reflects Marie Stopes UK's brand messaging and position and can be executed across a range of the organisation's digital

Please note that this role will be subject to full pre-employment background checks which may include, but are not limited to, employment references, right to work verification, credit check and criminal record check (where appropriate)

channels.

- Manage the MSUK and MS Ireland Websites, focusing on an analytics/data-driven approach to develop new content strategies that engage, inform and encourage action.
- Manage the UK's Google AdWords account and activity to maximise effectiveness, in order to build new audiences.
- Manage MSUK's owned social channels (Instagram, Snapchat, Twitter, Facebook), taking an audience first approach to develop a 'voice' and content strategy that delivers cut-through, positive sentiment and engagement.
- Explore new tactics and strategies for building an engaged digital presence across owned channels, focusing on driving engagement and action from audiences.
- Develop and roll out powerful digital marketing materials to help drive engagement with key audiences, including clients and health professionals.
- Map and track audiences to digital channels, iterating approaches to ensure maximum engagement.
- Manage external marketing and communications suppliers and contractors, ensuring they deliver value for money and high-quality work that helps to deliver the organisation's objectives on brand.
- Manage and track budget for the social and digital marketing activity you are responsible for.
- Manage internal senior stakeholder relationships, including the Managing Director and Executive Management Team in order to create digital content and collaboration (e.g. social training, content creation etc)
- Work closely with the Managing Director and the Executive Management Team, and rest of UK Comms team, to ensure timely and engaging digital internal comms are delivered.
- Work with others in the team and across the organisation to ensure that Marie Stopes UK's digital presence is well maintained, accurate and reflects the organisation's brand.
- Ensure information about the organisation, its clinics and services on key non-owned external communications channels is up to date and helps women access our services.
- Ensure information that Marie Stopes UK provides to clients through its social media and digital marketing activity, both offline and online is accurate, up to date and easy to understand.
- Act as a guardian of the Marie Stopes UK brand, providing guidance and advice to teams internally on application of the brand and ensuring that the brand is used as an effective tool to further the organisation's mission and work.
- Advise UK Contracts team on digital marketing activation for services.

Skills and Experience (essential/ desirable)

- Strong written and verbal communications skills
- Experience of working across different communications disciplines, particularly social media and digital

Digital Communications and Marketing Advisor

- Degree in a relevant subject/discipline
- Knowledge and understanding of the issues affecting access to abortion in the UK
- Managing external suppliers and contractors
- Managing key stakeholders
- Strong Project Management skills

Personal Attributes

- Pro-choice and committed to Marie Stopes UK's vision, mission and values.
- Strong and confident written and verbal communicator
- Adaptable
- Proactive

MSI Behaviours and Values

Team Member Behaviours

Work as One MSI

- You contribute, use, and share accurate data and evidence to improve understanding, insight and decision-making across MSI, enabling us to maximise our ability to influence others
- You share relevant knowledge, expertise and resources to strengthen teamwork and prevent duplication of effort
- You actively work as part of a team, providing support and flexibility to colleagues, demonstrating fairness, understanding and respect for all people and cultures.

Show courage, authenticity and integrity

- You hold yourself accountable for the decisions you make and the behaviours you demonstrate
- You are courageous in challenging others and taking appropriately managed risks.

Develop and grow

- You seek feedback to enable greater self-awareness and provide the same to others in a way which inspires them to be even more effective
- You manage your career development including keeping your knowledge and skills up to date.

Deliver excellence, always

- You strive to consistently meet and exceed expectations, putting clients at the centre of everything, and implement smarter, more efficient ways of performing your role
- You build and maintain effective long-term working relationships with all stakeholders, and are a true MSI ambassador.

Leadership (For Leaders only)

- You inspire individuals and teams, through situational leadership, providing clear direction
- You seek and provide opportunities which motivate team members, helping to develop skills and potential whilst strengthening our talent and succession pipeline
- You are aware of emerging developments in our sector, demonstrating strategic insight about our clients and business and encourage this in your team
- You articulate a vision of the future which inspires and excites others.

MSI Values

- **Mission driven:** With unwavering commitment, we exist to empower women and men to have children by choice, not chance
- **Client centred:** We are passionate about our clients and dedicate our efforts to delivering agreed objectives to the highest possible quality
- **Accountable:** We are accountable for our actions and take responsibility for everything we do to ensure long-term sustainability and increased impact

Digital Communications and Marketing Advisor



- **Courageous:** We recruit and nurture talented, passionate and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.