

JOB DESCRIPTION

JOB DETAILS	
POSITION TITLE: HEAD OF DIGITAL	
VERSION: 2.0	
REPORTS TO: COMMUNICATIONS DIRECTOR	
DEPARTMENT: OUTREACH	SUB-DEPARTMENT: COMMUNICATIONS

DEPARTMENT & SUB DEPARTMENT PURPOSE
<p>The Outreach department sees it's mission as preparing strategies, policies and procedures that will ensure all communication, events, branding for EAA is in sync with the organizations overall objectives. The department also plays a key role in identifying and negotiating partnerships and ensuring the availability of funds for projects of EAA.</p> <p>The Communications section within O leads the planning and implementation of EAA communication across channels and in line with the foundation's objectives, and ensure that the EAA brand is promoted and protected.</p>

ROLE PURPOSE
<p>Oversees the development and implementation of EAA's digital renewal strategy, audiences, and community growth in collaboration with other communications pillars and supports EAA communication, campaigning, and advocacy priorities.</p>

KEY ACCOUNTABILITIES & ACTIVITIES	
KEY ACCOUNTABILITIES	KEY ACTIVITIES
Digital Renewal Strategy	<ul style="list-style-type: none"> Lead the foundation's digital renewal strategy and implementation with the support of the communication Director and communication pillar heads Align EAA's platforms with its brand identity, and implement industry best practices for digital content, campaigns, and engagement Develop EAA's internal digital communication guidelines and contribute to social media training and capacity building for EAA staff, partners, and other stakeholders, as needed.
Digital Strategy and Implementation	<ul style="list-style-type: none"> Develop the foundation 's global digital media strategy, in line with EAA's strategic aims and programmatic priorities Design and roll out strategy and implementation plan to grow reach, engagement across platforms in line with programmatic priorities and target stakeholders Grow, in collaboration with communications pillar heads and other relevant sections, EAA's relationships with digital influencers, including but not limited to social influencers, celebrities, thought leaders, and the youth
Digital Partnership Support	<ul style="list-style-type: none"> Contribute to EAA's joint communication and visibility with partners, including developing and overseeing social media content, campaigns and activations with external partners in the governmental and non-governmental sectors, the private sector, governments, the media, and influencers.
Content Oversight and Creation	<ul style="list-style-type: none"> Manage external content creators in collaboration with the communications head of content, including procurement, contracting, asset planning, and the delivery of products to high standards and in a timely way Review and/or produce content input for the in-house production of made-for-digital content for EAA's platforms and inline with EAA's target audiences

EAA's Values	<ul style="list-style-type: none"> Contribute to the development of a value-based organization that fosters good communication and teamwork
Special Tasks	<ul style="list-style-type: none"> Carry out any additional tasks, projects, or responsibilities as may be assigned by supervisor, reporting manager or EAA executive management
GENERIC ACCOUNTABILITIES	KEY ACTIVITIES
Strategy & Business Plan	<ul style="list-style-type: none"> In conjunction with and as required by Top Management, contribute to the formulation and implementation of EAA's strategy in line with EAA's vision and mission. Ensure that strategy is translated into objectives for EAA's departments and that performance is monitored and managed to ensure achievement of these objectives.
Budgets & Plan	<ul style="list-style-type: none"> Recommend the departmental budget, and monitor financial performance versus the budget so that the business is aware of forecast cost and revenues; areas of underperformance are identified and opportunities to improve performance are capitalised upon. Participate in the development and roll out of manpower planning and forecasting activity, ensuring that one's department is sufficiently resourced and appropriately structured to deliver on its objectives.
Systems & Processes	<ul style="list-style-type: none"> Develop and oversee the implementation of departmental policies, procedures and controls covering all areas of the department's activity so that all relevant procedural/ legislative requirements and standards are fulfilled to ensure that EAA delivers a world-class service. Manage the cost-efficient usage of all applicable resources to reduce wastage and unnecessary expense.
Change Management & Continuous Improvement	<ul style="list-style-type: none"> Contribute to managing change in own team by providing inputs for and taking part in change initiatives, programmes and projects that reflect international best practice and changes in the competitive environment. Promote and drive continuous improvement across one's department as whole in order to achieve the organization's mission, vision and strategy. Identify and take part in change initiatives, programmes and projects that reflect international best practice and changes in the competitive environment.
People Management	<ul style="list-style-type: none"> Organise and supervise the activities and work of direct reports to ensure that all work within a specific team is completed to the required standards and in line with EAA operating policies and procedures. Provide on-the-job training and constructive feedback to subordinates to support their overall development. Manage department staff and teams by overseeing their performance management, recruitment, training and development to ensure high levels of engagement and competence. Set/agree to stretched performance management goals for self and departments.

PROBLEM SOLVING

- Evaluates different options when solving problems
- Refrains from drawing conclusions in the absence of clear evidence, takes time to collect facts before developing a solution
- Considers the medium term as well as immediate short-term impact of outcomes and actions
- Demonstrates an awareness of the impact of preferred solution on other projects/ related problems

DECISION MAKING

- Accepts responsibility / accountability for own decisions and explains the rationale
- Reviews available information in conjunction with interested parties and arrives at decisions by consensus judging degree of consultation needed to ensure commitment
- Remains calm and resourceful when making difficult decisions, basing them on facts

- Ensures decisions are taken by self and group after reviewing available information while exhibiting reasonable foresight

POSITION REQUIREMENTS

Minimum requirements:	<ul style="list-style-type: none"> • Bachelor's degree in a relevant field & years of relevant full-time work experience, 2 of which at a supervisory level
Required for some areas of specialty:	<ul style="list-style-type: none"> • Relevant professional memberships, and/or certifications
EQUIVALENCY (APPLICABLE TO CAREER PROGRESSION ONLY)	<ul style="list-style-type: none"> • Master's degree in a relevant field & years of relevant full-time work experience • Doctoral degree in a relevant field & 0-2 years of relevant full-time work experience

KNOWLEDGE, SKILLS AND EXPERIENCE

- Excellent teamwork, people management and interpersonal skills
- Strong planning, coordination and organizational skills
- Demonstrated experience of leading and motivating teams driven by creativity
- Track record of forward-thinking, problem solving, and strategic thinking
- Proved experience of pre-empting issues, identifying reputational risks and opportunities for brand promotion
- At least three years of digital campaigning and advocacy experience in the non-profit sector
- Understanding national, regional and international contexts as they relate to EAA's work, positioning, and communication
- Excellent writing and verbal skills
- Fluency in English, command of a second UN language desirable
- A track record of creative and out-of-the-box thinking and content development
- A track record of taking creative idea from concept to deliverables with a focus on the impact

WORKING RELATIONSHIPS

INTERNALLY	<ul style="list-style-type: none"> • Other Outreach Functions • Other Departments / Programmes • Management
EXTERNALLY	<ul style="list-style-type: none"> • Partners • Sponsors • Vendors, suppliers & sub-contractors

WORKING CONDITIONS

TRAVEL REQUIREMENT	Moderate to no travel required as per business needs
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التعليم
فوق
الجميع

education
above
all