

# ICAN Digital Communications Coordinator: Role description

## SUMMARY OF JOB and PURPOSE

The Digital Communications Coordinator's primary purpose is to implement ICAN's objectives by strategically coordinating the development of ICAN's digital communication channels, including websites, email-marketing, social media, photo, video and other online campaign tools. The Digital Communications Coordinator is also responsible for developing, producing and distributing innovative, informative and eye-catching resources, materials and messaging for different cultures and target audiences to increase public awareness about the issue of nuclear weapons and ICAN's efforts to solve it- notably through the Treaty on the Prohibition of Nuclear Weapons.

## KEY TASKS AND RESPONSIBILITIES

The Digital Communications Coordinator will work closely with other members of ICAN's staff team, particularly ICAN's Head of Media and Social Media officer, as well as the International Steering Group and ICAN partner organisations to:

- develop and implement a digital communications strategy and workplan in support of delivering the objectives in ICAN's strategic plan;
- coordinate the development, production and distribution of online materials and messaging to inspire and empower civil society, ICAN campaigners and different communities in target regions and countries to advocate for their governments to join the Treaty on the Prohibition of Nuclear Weapons (TPNW) and work for the elimination of nuclear weapons;
- rally the global movement against nuclear weapons to support ICAN's advocacy work with governments to join the TPNW;
- contribute to ICAN's financial sustainability through strategic digital fundraising.

The Digital Communications Coordinator will have a strong commitment and passion for the cause of abolishing nuclear weapons.

The principal tasks include:

- Delivering ICAN's awareness raising and mobilisation goals, as well as overall digital communications coordination;
- Developing and implementing a digital growth strategy for the campaign through digital marketing, including digital advertising, paid social media promotion and Google Grants;
- Overseeing ICAN website, production, functionality, and attractiveness;
- Leading on developing and implementing proactive communication opportunities: e.g. project-based campaigns and launch events;
- Overseeing implementation of social media strategy and content;
- Coordinating the communications calendar in collaboration with ICAN's Programme Coordinator, Head of Media and Social Media Officer;
- Supporting narrative and messaging development;
- Supporting rapid response to external events and news stories;
- Jointly managing communications budget with ICAN's Head of Media;
- Supporting ICAN's fundraising efforts by developing a digital fundraising plan and coordinating/drafting communications to online donors;
- Reporting on digital campaign performance for ICAN's International Steering Group.

## KEY SKILLS AND EXPERIENCE

- Experience of developing and implementing digital marketing strategies and plans via websites and email;
- Experience of overseeing website management and development – knowledge of HTML and CSS is required, while knowledge of javascript is desirable; familiarity with templating languages (ideally [Liquid](#)). A demonstrable understanding of how to achieve SEO and AI improvements to make ICAN content stand out is also required;
- Experience of providing analytics-based input to guide website improvement – familiarity with Google Analytics is required and a willingness to learn how to use Tag Manager and Cookiebot;
- Demonstrable understanding of how to use social media as a digital campaign and marketing tool;
- Experience of image/graphic editing and document layout support – familiarity with Canva is required while Adobe suite (InDesign, Photoshop) is desirable
- Experience of brand management to ensure consistency in creating materials for digital and event purposes
- Experience of overseeing video production – knowledge of Capcut is ideal, while Premiere Pro or DaVinci Resolve are desirable;
- Experience of using Flickr and photo asset management systems;
- Experience with online fundraising using email and Raisely;
- Experience of vendor management, including web development agencies, digital campaign agencies, photo, video and design agencies;
- Experience of supporting GDPR and privacy law compliance;
- Excellent communication, including writing, skills;
- Undergraduate degree in Communications, Journalism, or related field;
- Minimum of 7 years relevant experience in a similar role;
- Proficient in Google Workspace.

## REPORTING and ACCOUNTABILITY

The Digital Communications Coordinator reports to the Executive Director who is responsible for the employment of ICAN staff under the relevant Swiss and Geneva legislation.

The Digital Communications Coordinator will be expected to share information and ideas in ICAN discussions and meetings as required.

## KEY APTITUDES

- Team working, collaboration, respect for diversity
- Initiative and autonomy
- Resilience
- Integrity
- Flexibility
- Creativity
- Planning and organising
- Time management
- Attention to detail
- Problem solving
- Decision making

## LOCATION

The role is based in Geneva.