



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title:** IGC Digital Communications Manager (Maternity Cover)

**Division:** International Growth Centre

**Accountable to:** Director of Communications and Partnerships

| Competency                       | Criteria                                                                                                                                                                                                                    | E/D |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>Knowledge and experience:</b> | Strong experience writing and creating different audio/visual media for digital audiences (incl. for website, X, Facebook, LinkedIn, Mailchimp).                                                                            | E   |
|                                  | Proven track record of creating and delivering creative digital communications strategies for websites and social media, preferably in a global research environment.                                                       | E   |
|                                  | Expert knowledge of working with a CMS (preferably Drupal).                                                                                                                                                                 | E   |
|                                  | Experience managing an external digital agency/developer.                                                                                                                                                                   | E   |
|                                  | Experience of managing a large and complex website, including running agile methodologies.                                                                                                                                  | E   |
|                                  | Experience in research/policy communications in economics and/or international development                                                                                                                                  | E   |
|                                  | Expert understanding of web performance metrics including: <ul style="list-style-type: none"><li>- Expert understanding of analytics and user engagement and experience Google Analytics/GA4/Google Tag Manager –</li></ul> | E   |



|                      |                                                                                                                                                                                               |   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|                      | creating custom view and reports, and reporting on KPIs                                                                                                                                       |   |
|                      | <ul style="list-style-type: none"><li>- Understanding of SEO and be familiar with content techniques, content optimisation via metadata and taxonomies</li></ul>                              | D |
|                      | <ul style="list-style-type: none"><li>- Understanding of optimising digital assets for performance, and knowledge of using performance-related tools.</li></ul>                               | D |
|                      | Good working knowledge of impact in research communications.                                                                                                                                  | D |
|                      | Experience providing technical support to online and live events.                                                                                                                             | D |
|                      | Solid understanding of the full software development cycle and UX.                                                                                                                            | D |
|                      | Solid understanding of the governance around digital work, including documentation, policies, guidelines and laws.                                                                            | D |
| <b>Communication</b> | Excellent communications and influencing skills and knowledge of digital communications best practice.                                                                                        | E |
|                      | Tactful and persuasive in managing a range of internal contributors, strong influencing, and negotiation skills, with an ability to communicate technical information to different audiences. | E |
|                      | Able to engage confidently with multiple stakeholders and talk with authority and confidence on matters relating to digital communications.                                                   | E |
|                      | Excellent listening skills and cultural sensitivity, with an openness towards different styles of communication and working.                                                                  | E |
| <b>Management</b>    | Ability to manage other staff, including setting objectives, motivation, performance management and support.                                                                                  | E |
|                      | Experience managing digital agencies, including contract and                                                                                                                                  | E |



|                                           |                                                                                                                                                                                                |   |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|                                           | relationship management, and tracking and monitoring budgets.                                                                                                                                  |   |
| <b>Teamwork and motivation</b>            | Dynamic and entrepreneurial approach.                                                                                                                                                          | E |
|                                           | Ability to work in a global team of communications experts and develop strong working relationships with an international network.                                                             | E |
| <b>Planning and organisation</b>          | Proactive approach to identifying and anticipating new opportunities to communicate and promote the work of the IGC.                                                                           | E |
|                                           | Solid track record in developing content, plus the ability to project manage the production of content from beginning to end, using content calendars and other tools like AirTable and Jira.  | E |
|                                           | Experience of developing, managing and ensuring compliance with content strategy, tone of voice and editorial guidelines.                                                                      | E |
|                                           | Basic understanding of coding (incl. HTML, CSS, Javascript).                                                                                                                                   | D |
|                                           | Understanding of web accessibility standards to W3C's AA.                                                                                                                                      | D |
|                                           | Produce metadata for websites and provide advice on SEO.                                                                                                                                       | D |
| <b>New technologies and best practice</b> | Interest and experience using AI to streamline digital communications processes, including website management and content generation.                                                          | E |
|                                           | Interest in emerging technologies, incl. AI and LLMs, for data and translation, and commitment to championing continuous improvement and digital best practice in communications and delivery. | D |
| <b>Teaching and training</b>              | Solid track record of providing training in a recognised CMS platform (preferably Drupal) and social media to a range of colleagues.                                                           | D |

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**