



## International Council of Nurses

### Job Description

#### 1. General

<b>Position title:</b>	<b>Digital Communications Officer</b>
<b>Currently occupied by:</b>	New post
<b>Type of contract:</b>	Open-ended contract
<b>FTE %:</b>	100%
<b>Reports to:</b>	Head of Digital and Sponsorship
<b>Management Supervision:</b>	--
<b>Travel requirement:</b>	Occasional
<b>Location</b>	Geneva

#### Summary description of the position

ICN is seeking to strengthen its digital capabilities in response to the challenges presented by the new norms of COVID-19, including a greater emphasis on virtual events and digital interaction with its network of 130 National Nurses Associations serving 27 million nurses worldwide. The successful candidate will be supportive and sympathetic to the values of nurses, nursing practice and its commitment to improve healthcare for all.

We are looking for an experienced digital communications officer able to innovate in the digital sphere across all areas of our work. S/he will report to the current Head of Digital and Sponsorship and be capable and enthusiastic about running digital campaigns, virtual events, as well as been able to help develop all our social media platforms and grow our influence and impact.

ICN has embraced the new world of virtual and digital interaction with our members and other partners in the light of the pandemic. The ideal candidate will bring experience and understanding of how to maximise the impact of these platforms and events, including our flagship ICN congress and other meetings which in the future will have a strong virtual element.

Therefore, the successful candidate must be a digital native capable of applying their skills to all areas of ICN's work from social media, website innovation, and events and sponsorship.

<b>Visionary Leadership</b>	Advancing and sustaining the nursing profession and its contribution to peoples' health and public policy
<b>Innovativeness</b>	Being transformational, progressive, evidence orientated, and solution focused
<b>Solidarity</b>	Working to place nurses and nursing as key contributors and essential partners in formulating and implementing public policy, systems design and services delivery
<b>Accountability</b>	Guaranteeing open, inclusive, transparent and informed decision-making and reporting
<b>Social Justice</b>	Achieving equity and equality for society and the profession
<b>Sustainability</b>	Acting in being aware of environmental impact

## 2. Position requirements

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Masters in Digital Communications or equivalent</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 3-5 years-experience in digital communications</li> <li>• Experience of a membership organisation desirable</li> </ul>
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Digital native, self-starter, enthusiastic and diplomatic</li> <li>• Native English and fluent French and/or Spanish highly desirable</li> </ul>

## 3. Responsibilities and tasks

<b>Key responsibilities</b>	<b>Tasks</b>
	Under the leadership and supervision of Head of Digital and Sponsorship, the Digital Communication Officer is responsible for the administration and development of the ICN website and other portals, the development of social media channels, providing support and input for digital campaigns and events, including all aspects of both physical and virtual events, as well as other specific responsibilities set out below.
<b>Digital</b>	<ul style="list-style-type: none"> <li>• Revision of the full website together with the Head of Digital and Sponsorship to streamline website and contents</li> <li>• SEO management and analytics</li> <li>• Writing and editing of web content</li> <li>• Coordination and streamlining social media</li> <li>• Assisting in devising and implementing digital campaign strategies, aimed at different stakeholders, including members, sponsors and the global nursing community</li> <li>• Creating innovative digital content such as shareable social media graphics</li> <li>• Other duties as required</li> </ul>

<b>Sponsorship</b>	<ul style="list-style-type: none"><li>• Provide support for sponsorship database creation and maintenance</li><li>• Track relationships and digital activity with sponsors and potential sponsors</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• Key contact point with virtual platform provider for events</li><li>• Keep up to date with latest trends for online events</li><li>• Manage and create content for virtual platform and give creative input</li><li>• Manage registration systems for virtual, hybrid and physical events</li></ul>