

JOB DESCRIPTION

Job title: Digital Engagement Specialist

Location: Distributed ('remote') working

Managed by: Head of Communications and Membership

Contract: 18 months contract

Salary: £28,000 to £30,000 per annum, dependent on experience

Deadline: Tuesday 01 August, interviews may be held on a rolling basis.

Background

Consumers International is the leading global membership organisation bringing together over 200 consumer organisations in more than 100 countries to empower and champion the rights of consumers.

We work with our Members and partners across national borders to address critical, systemic global issues that impact consumers. Representing and empowering consumers, we are their voice in international policy-making forums and the global marketplace to shape a world where everyone has access to fair, safe and sustainable products and services.

Working for Consumers International provides the opportunity to build solutions and partnerships to address the foremost marketplace issues and opportunities at global scale. See [here](#) for our achievements in 2022 to date.

Purpose of the role

We are looking for enthusiastic colleague ready to work in a fast-paced organisation to develop our online engagement platforms to deepen our relationships with key stakeholders. The Digital Engagement Specialist will lead the work of exciting new projects in 2023 and 2024, including the build of a communities engagement platform, new website launch and support how we use Salesforce to improve our overall efficiency.

The Digital Engagement Specialist will have exceptional platform and website development skills, be an apt project manager and able to work well with the team to excite them and our core stakeholders to use and visit our digital platforms.

Key Responsibilities

Communities engagement hub

- Procure and work in strategic collaboration with a platform developer to build a safe, engaging platform which is interoperable with our current systems and which works for our Members and other stakeholders.
- Take a user journey approach to develop the platform, consulting where relevant with partners and members to ensure the platform suits their needs.
- Train and guide the Consumers International team to use the platform, and ensure it becomes their go-to means to engage the stakeholders we work with.
- Onboard Members and other stakeholders to use the platform, providing guidance tools and responding to their queries.
- Report to the Leadership Team at Consumers International on engagement statistics, team use and how to mitigate challenges.
- Upload content and support the team to upload including developing surveys, calls-to-action & other platform aspects.

Insights Hub

- Lead on designing and developing an online system which gathers quality consumer insights from around the world, to help inform better policy and business practice and enable our Members and partners understand latest consumer issues.
- Develop a framework for the system which ensures information is accurate and reliable, and which uses automation where possible for efficiency.
- Work with the Consumers International team to ensure the system pools from multiple online sources (e.g., reports, global surveys) across consumer policy insights, consumer behaviour studies, new academic research, as well as to incorporate data from our Members.

Website relaunch

- Lead our website relaunch in early 2024, carrying out procurement, onboarding of a developer.
- Oversee all aspects of project management, working closely with the communications team to consult on the design and content stages.
- Ensure the project remains on-track and key individuals across the organisation contribute where need be, with the support of the Leadership Team.
- Take a consultative approach to the website build, running user cases for website visitors.

Other online engagement

- Support how we use Salesforce features to improve engagement with our Members and others through features to design events, subgroups of stakeholders and more.
- Undertake other duties as required by the role to support digital engagement for our team and audiences.

Personal Specification

ESSENTIAL REQUIREMENTS	CRITERIA
EXPERIENCE & UNDERSTANDING	<ul style="list-style-type: none"> • Over 3 years' experience in developing platforms and/or websites to engage communities in closed door and public settings. • Understanding of what it takes to make a community engagement platform unique and a success, and to ensure interoperability with other systems. • Experience in using open-source content management systems. • Experience in website relaunches, seeing the project through from start to completion.
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • A team player. • Able to excite individuals to use new tools and systems they are unfamiliar with. • Strong organisation skills and the ability to manage multiple deadlines. • Fluent in spoken and written English. • Strong IT skills with excellent use of MS Office and a good grasp of virtual meeting software (e.g. Zoom or Teams). • Applies innovation to meet challenges, assess risk and solutions and obtain best results.
OTHER ESSENTIAL REQUIREMENTS	<ul style="list-style-type: none"> • Commitment to the aims and objectives of Consumers International. • Able to thrive in a multicultural, collaborative and agile environment. • Able to quickly adapt and work in a fast-paced work environment. • Outstanding collaborator, with the ability to build strong relationships internally and externally • Self-motivated, pro-active and able to work efficiently without close supervision. • Excellent project management experience (use of Microsoft Projects would be an asset).
DESIRABLE REQUIREMENTS	<ul style="list-style-type: none"> • Development of a communities engagement hub for a large membership organisation. • Second language would be an asset (French, Spanish or Arabic). • Good understanding of how consumer insights can build better policy and business practice.

Our Values

The Consumers International team strives to live the following values:

Leadership	<ul style="list-style-type: none"> • Making tough trade-offs to ensure we deliver against strategy. • Charting a path forward – listening to other perspectives, while being independent of those perspectives. • Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work. • Striving to bring others with us – colleagues understand the direction we are taking and our reasoning. Viewpoints are sought at key moments and delivery is orientated around the strategy.
Inclusivity	<ul style="list-style-type: none"> • In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation.
Caring	<ul style="list-style-type: none"> • Caring about the career development and success of our colleagues and how our team collaborates together. • Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda.
Innovation	<ul style="list-style-type: none"> • Pursuing new creative ideas that have the potential to change the world.
Agility	<ul style="list-style-type: none"> • Adapting quickly in response to opportunity.
Efficiency	<ul style="list-style-type: none"> • Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies.
Excellence	<ul style="list-style-type: none"> • Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all.
Passion	<ul style="list-style-type: none"> • Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals. • Engaging with energy and excitement.

This is a description of the job as it is presently constituted. It is the practice of Consumers International to review job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, Consumers International reserves the right to insist on changes to your job description, after consultation with you.

Employee Benefits:

Employee benefits offered will be in line with the minimum statutory requirements in effect for the regional location that the applicant resides in.

How to apply:

If you are interested in this position, please share your CV and a covering letter (no more than two pages) with recruitment@consint.org.

Your cover letter should explain clearly how your skills and experience relate to the criteria detailed in the person specification section of this job description.

Deadline for applications: Tuesday 01 August, interviews may be held on a rolling basis.

For any questions relating to the job role, please contact Charlotte Broyd, Head of Communications and Membership: cbroyd@consint.org.

Updated: March 2021

Consumers International is an equal opportunities employer with a policy to ensure that no job applicant or employee should receive less favourable treatment on any grounds not relevant to good employment practice.