



ICA Digital Content Creator

Title: Digital Content Creator

Type of contract: Consultancy, 3 + 9 months contract

Hours: 15 hours per week

Hourly wage: 23 euros per hour

Reports to: Head of Communication and Partnerships

Start date: February 2024

The International Council on Archives invites applications for the role of Digital Content Creator. Qualified applicants are invited to apply no matter their country of residence. The residence and work location of the successful candidate can be Paris or the successful candidate's current country.

This is an excellent career development opportunity for a motivated professional who believes in international cooperation.

The individual selected will have the opportunity to increase professional knowledge and improve management and communications skills. Through working in the ICA Secretariat, they will build up a large international network of contacts that will be of long-term benefit to them, to ICA, and to future employers.

About ICA

The International Council on Archives (ICA) is an international non-governmental organization that brings together archival institutions and professionals from around the world to advocate for the effective management of archives and the physical protection of the written heritage, to produce recognized standards and best practices, and to encourage dialogue, exchange and transmission of knowledge across national boundaries. With approximately 1,500 members from 150 countries and territories, ICA's vocation is to channel the cultural diversity of its members into effective professional solutions and to create a profession that is open to innovation and adaptation with a truly international dimension, working with decision-makers at the highest level.

Job Description

The Digital Content Creator will support the Head of Communication and Partnerships, and wider organisation to deliver quality services to our members, volunteers and stakeholders and help us achieve our organisational goals. As Digital Communications Creator, you will play a central role in developing our online presence and activity to increase reach, engagement and interaction with our various audiences. You will help disseminate our professional programmes and events effectively and strategically, and measure the impact of our digital work. You will provide digital, creative, editorial, operational and administrative support to the Head of Communication and Partnerships. You will also stay abreast of trends, developments and opportunities in the digital communications field.

The responsibilities for this role will include the following, with the guidance of the Head of Communications and Partnerships:

Content Management

1. Planning and preparing communications and announcements to be shared with ICA members and wider audiences, in coordination with the Head of Communication and Partnerships. This includes writing, editing, translating and proofreading content.
2. Revising, editing and updating the digital content related to the ICA events, projects, and professional activities on the ICA website, in collaboration with the Website and IT Coordinator.

Digital Marketing

3. Formulating and implementing an annual social media content strategy, in collaboration with the Head of Communication and Partnerships.
4. Creating visuals and videos for the ICA social media platforms and its website.
5. Providing editorial, creative and technical support for the management of the ICA social media channels.
6. Overall oversight of the ICA presence on social media platforms.
7. Overseeing the content creation and planning for all the ICA social media activities, with the aim of providing coordination across different channels to utilize this medium more extensively within the brand identity of the ICA.

Community Engagement

8. Liaising with the ICA Community Managers to co-ordinate messaging.
9. Building a following on social media.
10. Measuring engagement metrics for priority campaigns on digital platforms.

Experience, Knowledge and Skills

	Essential	Desirable
Qualifications	4 years of higher education on in information sciences, communication, marketing, or related field	Professional training in International Affairs, Digital Marketing or Archival Studies
Experience	<ul style="list-style-type: none"> • 1-3 years of relevant work or internship experience supporting an organisation’s digital communications and/or running digital campaigns • Proven experience creating engaging and impactful content for an organisation's social media presence on a variety of social media channels (including Twitter, Facebook, Instagram, LinkedIn, Tweetdeck or similar) 	<ul style="list-style-type: none"> • Experience working remotely • Experience creating analytics reports (e.g Google Analytics for websites) and drawing insights from them • Experience maintaining an organisation’s website using Wordpress (uploading content, ensuring content is up to date, liaising with the ICA Website and IT Coordinator, etc.)
Skills	<ul style="list-style-type: none"> • Fluent or native English-speaking or fluent or native French-speaking • Excellent interpersonal, organizational and IT skills • Ability to write clear, concise copy often using a range of complex language/terminology • Good copywriting skills and excellent attention to detail • Basic graphic design skills, e.g creating graphics / infographics for an organisation’s social media accounts • Ability to prioritise a varied workload and meet deadlines • Ability to work both independently and in a team-oriented, collaborative manner • Flexibility and a willingness to learn and adapt within the work environment 	<ul style="list-style-type: none"> • Elementary proficiency level in Spanish language

Knowledge	<ul style="list-style-type: none">• Competent user of IT packages, e.g. Google Drive/Microsoft Office• Competent user of Hootsuite and Canva	
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Selection Process

To apply for this position, qualified applicants are invited to send a cover letter and a CV that together demonstrate the above requirements to communications@ica.org by **11 January 2024 23:59 CET**.

Selection will be by CV screening and interview, to take place virtually during the week of **15 January 2023**.