

# Communications Officer (Fixed Term Contract)

## Communications Officer

**Location:** Home-based in the UK, within 90 minutes travel of Central London, with occasional national and international travel

**Contract:** 2 years with the possibility of extension dependent on continuation of funding.

**Reporting to:** Head of Communications

**Salary:** £30,000 to £35,000

**Additional benefits:** 25 days annual leave plus public holidays (annual leave increasing by 1 extra day for every year's service up to 30 days total), life assurance and access to an employee assistance programme.

**WeProtect Global Alliance will not be responding to expressions of interest or applications sent by third parties (agencies, brokers or recruitment specialists).**

## Overall purpose of role

As the WeProtect Global Alliance Communications Officer, you will:

Support the development and delivery of WeProtect Global Alliance's communications and marketing activity, ensuring clear, consistent and engaging messaging that strengthens the Alliance's visibility, credibility and impact globally.

Reporting to the Head of Communications, you will deliver high-quality digital, editorial and marketing outputs across multiple channels, including through our website, social media, newsletters, campaigns and events. You will also work collaboratively across the Secretariat to embed communications thinking into projects, policy work and member engagement.

A self-starter who is politically and culturally aware, you will be comfortable working in a small, remote Secretariat and across time zones. You will be highly organised, solutions-focused and detail-oriented, with a genuine commitment to child protection and to WeProtect Global Alliance's mission and values.

## About WeProtect Global Alliance

### Who we are

WeProtect Global Alliance is a global movement dedicated to ending the sexual exploitation and abuse of children online. We bring together governments, the private sector, civil society, and international organisations to create a safer digital world where every child can thrive.

Our Alliance connects over 300 members from across the globe, uniting diverse expertise and resources to protect children from harm, no matter where they are.

WeProtect Global Alliance is supported by a small, high-performing Secretariat of remote working staff based in the UK/Ireland and is overseen by an influential Global Policy Board drawn from our membership.

### Our vision

A digital world free of child sexual exploitation and abuse

### Our mission

To work together to build, engage and support a diverse, child-centred global network with the commitment, knowledge and skills to tackle technology-facilitated child sexual abuse and exploitation.

### What we do

We focus on driving policy change, fostering international collaboration, and promoting cutting-edge research to combat online child abuse.

Through shared data, insights, and best practices, we empower our members to develop more effective solutions and inspire a coordinated global response.

With a steadfast commitment to child safety, WeProtect Global Alliance stands as a catalyst for change, advocating for a world in which technology empowers and protects children, not endangers them.

Together, we're creating lasting impact and building a future where every child is safe online.

More information on who we are and what we do can be found at [www.weprotect.org](http://www.weprotect.org).

## *Job description*

### **Key responsibilities**

#### **Communications planning & delivery**

- Support the Head of Communications to implement the Alliance's communications strategy.
- Contribute to communications planning and communications calendar for organisational priorities, including policy outputs, research, events and member initiatives.
- Ensure a consistent pipeline of integrated communications activities
- Ensure consistent messaging aligned with WeProtect Global Alliance's brand, values and strategic objectives.

#### **Digital channels & content management**

- Maintain and update the Alliance's website, ensuring content is accurate, accessible and up to date, including member resources and publications.
- Manage the Alliance's social media channels, monitoring activity and working with the Members Team to ensure a steady stream of high-quality content.
- Draft, edit and publish blogs, news items and digital content for diverse global audiences.

#### **Marketing, campaigns & engagement**

- Support the delivery of digital marketing campaigns to promote Alliance initiatives, outputs and events.
- Develop project-specific communications plans in collaboration with colleagues to embed engagement and visibility.
- Promote Alliance members' activities and successes, highlighting collaboration and collective impact.

#### **Analytics, insight & reporting**

- Track and analyse communications performance across channels, including website, social media and email.
- Use data to refine messaging, targeting and channel mix.

### **Media & external communications**

- Support engagement with media and press, including drafting press materials and coordinating dissemination of Alliance outputs.
- Support the promotion of policy recommendations and research through owned and earned channels.

### **Member communications & collaboration**

- Work with the Head of Members to integrate external communications with member engagement activity.
- Support delivery of member newsletters and targeted communications.
- Contribute content to member-only platforms and encourage discussion and participation.

### **Systems, data & process improvement**

- Utilise communications tools such as content calendars, analytics dashboards and shared drives.
- Ensure GDPR-compliant data handling and document management.
- Support continuous improvement of communications processes and ways of working.

### **Governance & internal collaboration**

- Prepare or contribute to briefings, summaries and communications materials for senior leaders and governance bodies.
- Contribute to annual planning, KPIs and impact measurement related to communications and engagement.

## **Expectations**

### **Cross-Functional Operational Collaboration**

Contribute to WPGA operational processes and systems, working collaboratively with colleagues to deliver cross-functional projects that strengthen the reach and impact of the Secretariat.

### **Building an inclusive culture**

Play a proactive role in ensuring equity, diversity and inclusion (EDI) is embedded in everything we do.

Embrace diversity and recognise different perspectives within collaborative working to create a more impactful and effective organisation.

Commit to ensuring all employees are treated fairly and equitably at work, feel like they belong and promote equality in physical and mental health for all.

### **Other**

- To attend and contribute to meetings, training and other events as required.
- To actively participate in our supervision and appraisal process.
- To ensure that all responsibilities and activities within this post are delivered in accordance with WeProtect Global Alliance core values and relevant corporate, organisational, financial and compliance policies.
- To travel to meetings which may require the need to work unsociable hours, for example attending evening or weekend meetings.
- To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
- To use WeProtect Global Alliance resources responsibly.

*As a global, multi-sector alliance, ensuring equity, diversity and inclusion (EDI) is embedded in everything we do is a critical priority. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to be impactful and effective. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equality in physical and mental health for all.*

## **Person specification**

### **Essential criteria**

#### **Experience**

- Significant professional experience in communications, marketing or digital engagement.
- Proven experience producing content for different audiences and across multiple channels.

- Experience managing websites (WordPress) and social media platforms in a professional context.
- Experience tracking, analysing and reporting on communications performance.
- Experience working autonomously in a fast-paced environment to deliver a broad range of communications activities.

### **Skills**

- Excellent written and verbal communication skills, with strong editorial judgement.
- Outstanding organisation and time management, with the ability to manage competing deadlines.
- Digital confidence, including familiarity with content management systems and analytics tools.
- Commitment to safeguarding, child protection, EDI and ethical communications practice.

### **Knowledge**

- Understanding of digital communications best practice.
- Familiarity with data protection (GDPR) and information governance in a communications context.

### **Other**

- A willingness to travel and work unsocial hours (time in lieu can be claimed).
- Commitment to your own continuing professional and personal development.
- To uphold high standards of work, conduct and behaviour in line with WeProtect Global Alliance values.

### **Desirable criteria**

- Experience using WordPress or other website content management systems.
- Experience creating or commissioning digital visual assets.
- Experience working for or with a membership organisation.

### **Diversity, inclusion and equity**

We are committed to building a diverse and inclusive organisation. We actively welcome applications from people of all backgrounds, including those of different ages, genders, ethnicities, sexual orientations, abilities and lived experiences. We particularly encourage

applications from individuals who are part of communities that are under-represented in our sector, including Black, Asian and other ethnic minorities, disabled people and LGBTQ+ individuals.

### **Safeguarding and values**

As a child-focused organisation, we have a strong commitment to child safeguarding and rigorous procedures. The successful candidate will be required to provide two referees and to undergo a criminal record check.

All staff are expected to act at all times in a manner consistent with our values and in compliance with our policies and procedures, including our Safeguarding Policy and Code of Conduct.

#### **Our values are:**

**Empowerment** – collaboration, innovation, challenge

**Accountability** – responsibility, delivery, safeguarding

**Respect** – honesty, feedback, inclusion

### **Recruitment process**

Applicants should provide an up-to-date CV as well as a covering letter of no more than two pages setting out why you want to work for WeProtect Global Alliance and summarising how you meet the person specification.

**Deadline:** 9am Monday 9<sup>th</sup> March 2026