

Digital Communications and Content Coordinator		
Role Title: Digital Communications and Content Coordinator.	Reports to: Communications and Campaigns Manager Matrix to the Acquisition Manager	Date: March 2026
Department: Communications	Direct Reports: N/A Indirect Reports: N/A	Budget Holder: No
Location: Hybrid working policy with set office days in Dublin 2.	Contract: Permanent	Salary: €38,000 – 43,000 depending on experience
<p>Context:</p> <p>ActionAid Ireland’s strategy 2022-2027 is to create a just and caring world where women’s human rights are respected through addressing the structural causes of gender based violence (GBV), promoting women’s leadership in humanitarian contexts and amplifying feminist alternatives on economic and climate justice. ActionAid focuses on women’s rights at the community level but also connects this focus to the structural issues of poverty, inequality and injustice to wider policy change to ensure sustainable change.</p> <p>The role will be part of a small communications team, working closely with colleagues in fundraising, programmes and policy. ActionAid Ireland is at an exciting moment in growing our communications reach and a communications and content strategy underpin our strategy.</p> <p>The Digital Communications and Content Coordinator is a new position and perfect for someone who loves a story, is excited about women’s rights and social justice and creating innovative and compelling online content.</p>		

The post will be responsible for developing compelling and innovative content, for organic digital engagement and cultivating a growing online community. The role will also support brand growth, identifying new partnerships and relationship with public figures and content creators.

About you: You are an excellent communicator and love story telling. You have a strategic eye for an opportunity and an eye for innovative digital engagement. You will have strong attention to detail, be passionate about showcasing our impact with a clear commitment to ActionAid's mission and values.

Areas of Activity	Key Accountabilities and Deliverables
Effective digital engagement	<ul style="list-style-type: none">• Creating engaging digital content across organic social media, web, email and ensuring that the content is digital-first, engaging, compelling and innovative• Bringing a strong and coherent voice, brand and identity to digital communications and nurturing new brand champions relationships and allies• Actively nurturing, engaging with, and growing our online community
Content generation	<ul style="list-style-type: none">• Developing a strong pipeline of stories and accompanying visuals (photos/videos) for digital and offline channels, shaping bold and authentic content that showcases the work and impact of ActionAid's work worldwide and inspiring action in Ireland• Supporting from Ireland photography, video and story gathering commissions across Asia, Africa and Latin America, researching story leads, developing strong angles, liaising with teams worldwide to plan itineraries and organise logistics and helping brief and contract photographers, videographers and journalists• Ensuring content gathering and storytelling is anti-racist, ensuring every story is told, with dignity, care and integrity.

Effective digital engagement	<ul style="list-style-type: none"> • Creating engaging digital content across organic social media, web, email and ensuring that the content is digital-first, engaging, compelling and innovative • Bringing a strong and coherent voice, brand and identity to digital communications and nurturing new brand champions relationships and allies • Actively nurturing, engaging with, and growing our online community
Brand growth	<ul style="list-style-type: none"> • Identifying new partnerships and relationship with public figures and content creators.
Key Relationships	
Internal	The role will be part of the Communications Team. You will also work closely with the fundraising Acquisition Manager, and Digital Coordinator in particular, but also our Retention Manager, Policy and Programmes Manager and Programmes Team. You will build strong alliances and networks with counterparts across the ActionAid federation and in countries where we work.
External	Targeted audience segments, content creators, creative agencies, public figures, ActionAid supporters and potential supporters, consultants.
Experience, Knowledge and Expertise	
Essential <ul style="list-style-type: none"> • Two to three years' experience in creating and sourcing compelling and innovative content for social media, particularly Instagram, LinkedIn, TikTok, and YouTube • Strategic in identifying content generating opportunities • Experience writing copy for social media, web, and email 	Desirable <ul style="list-style-type: none"> • Track record of building strong relationships with communications counterparts globally

- Knowledge of best practice for organic engagement and conversion on these platforms (keeping on track of emerging trends)
- Understanding of branding and tone-of-voice, and how to adapt these to digital media for maximum reach and cut-through
- Experience in using design and editing software, such as Canva, to produce graphics, still visuals, and videos
- Experience with email management systems, such as Mailchimp
- Experience in online community management, or in a customer/supporter-facing role – knowledge of how to speak to and engage with supporters/stakeholders/the public
- Experience working with WordPress or other CMS
- Familiarity with online accessibility standards

Your values: You share our passion to work towards a just, fair and sustainable world, where everybody enjoys the right to a life of dignity, freedom from poverty and oppression. You want your talents and expertise to make a measurable difference towards achieving our mission for social justice and gender equality, and to eradicate poverty. You thrive in a workplace where you have the autonomy to implement your ideas.

What makes ActionAid different? ActionAid’s approach is about empowering people to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women’s rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. This is a committed attempt at reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it. If you like the sound of that, we can’t wait to welcome you aboard.

This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated in line with organisational needs.