# Digital Communications Coordinator
## Position Description

**Work schedule:** 40 hours per week (full-time)
**Location:** The Hague
**Start date:** 1 June 2025 (or later)
**Job grade:** 11
**Salary range:** EUR 2573-3216 (gross monthly salary excl. holiday pay)

## Purpose and Scope of the Position

The Digital Communications Coordinator is a key member of the Advocacy & Communications team, responsible for leading all social media and digital communications activities for ICM and the ICM-led PUSH Campaign. This includes implementing the communications strategy across all social media channels, monitoring performance, and reporting on results. The role also involves crafting ICM's monthly newsletter and PUSH's quarterly newsletter, updating and contributing content to both the ICM and PUSH websites, and supporting virtual events and digital advocacy initiatives.

## Role Specific Responsibilities

Reporting to the Communications Lead, the position holder will dedicate four days per week to ICM (80%) and one day per week to the PUSH Campaign (20%). They are responsible for:

**International Confederation of Midwives**
**La Confédération Internationale des sages-femmes**
**Confederación Internacional de Matronas**

Koninginnegracht 60
2514 AE ZH
The Netherlands

+31 (0) 70 3060520
info@internationalmidwives.org
www.internationalmidwives.org

## DIGITAL COMMUNICATIONS

### Social Media Strategy & Management

- Co-develop and implement social media strategies in collaboration with the A&C team.
- Manage all social media channels, including posting, scheduling, responding to messages and comments, and maintaining the social media calendar, including marking key global advocacy dates.
- Gather and coordinate content from internal teams and external stakeholders, ensuring timely publication, alignment with organisational messaging, and technical approval when needed.
- Monitor and report on analytics to inform strategy and improve engagement.
- Collaborate with communications team members on project- and campaign-specific content.
- Deliver social media training to staff, Board members, and Member Associations.
- Lead or support ad buying and promoted posts across platforms.
- Develop social media and web content in line with communications strategies and brand guidelines.
- Work closely with the designer to create visually engaging content tailored for different platforms and audiences.
- Co-develop promotional and informational materials to support capacity-building for member associations, such as social media tiles, webinar materials, reference documents, and other digital assets.
- Develop engaging videos, infographics, social media graphics and other resources for advocacy purposes

### Newsletter Management

- Manage the timeline and delivery of the monthly ICM and quarterly PUSH newsletters
- Liaise with relevant teams to ensure input and inclusion of key information and activities in both newsletters
- Launch and manage campaign- and event-specific newsletters

- Manage newsletter audience list and work to grow list across priority audience sectors
- Monitor analytics and adapt engagement planning accordingly

**Website Management:**

- Collaborate on website development and backend support
- Manage content updates Monitor analytics and adapt engagement planning accordingly


## Person Specification

### Education & Qualifications

- Bachelor's degree in Communications, Marketing, Social Studies, or a related field (preferred)
- Proficiency in spoken and written English (ICM's working language)

### Experience and Knowledge

- Minimum two years of experience in a similar role
- Proven experience of managing social media, including Instagram, Facebook, X/Bluesky and LinkedIn
- Proven experience managing website backends on open-source platforms, such as WordPress or WebFlow
- Familiarity with design and communications tools such as Canva, Adobe Creative Suite, Meta Business Suite, Google Analytics, or similar
- Understanding of SEO principles and email marketing platforms (e.g. Mailchimp, Zoho)
- Excellent written and verbal communication skills
- Strong attention to detail
- Commitment to equality, diversity and inclusion

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**Desirable Requirements and Skills**

- French and/or Spanish (writing/reading)
- Experience of working in a multicultural and multi-lingual and diverse organisation.
- Experience working in the non-profit or NGO sector
- Confident using digital tools and technologies, and quick to learn new platforms and systems
- Willingness to learn about midwifery, maternal health, and the work of midwives globally
- Proactive, self-motivated, and able to work independently as well as collaboratively