

# International Union of Psychological Science (IUPsyS) Digital Communications Officer

## Background

As *Psychology's Global Voice*, the 131-year old International Union of Psychological Science (IUPsyS), is a Non-Governmental, Not for Profit organisation that comprises over 90 National Country Member organisations and 24 international and regional affiliates, representing over two million psychologists around the world. The IUPsyS thus represents psychology in its full breadth as a science and as a profession and its Mission is “the development, representation and advancement of psychology as a basic and applied science nationally, regionally, and internationally” in the service of humanity. Further information regarding IUPsyS is available on our website ([www.iupsys.net](http://www.iupsys.net)).

The IUPsyS has recently completed an in-depth strategic review process and developed new Strategic and Action Plans. Core strategic priorities are the growth of our global footprint, impact and visibility, and to better serve our members. To facilitate this, we are in the process of creating a new web portal, and developing a digital communication and marketing strategy, as well as a new brand identity. Communications is critical to IUPsyS achieving its strategic objectives and we are thus searching for a Digital Communications Officer who will help us do so.

## Key Responsibilities

Working in close collaboration with the IUPsyS Officers, Executive Committee members and Wiley, the publisher of our journal, the *International Journal of Psychology*, the key responsibilities of the successful applicant will include the following:

- *Communications and marketing strategy management*
  - Work with the Union leadership to develop and manage an effective communications and marketing strategy.
- *Digital content management*
  - Work with the Administrative Coordinator to develop and manage a system for organising IUPsyS' written and visual content to facilitate the digital sharing and archiving of this material.
- *Social media management*
  - Managing IUPsyS' profiles and engaging with the diverse audiences across key social media sites (e.g. Twitter, Facebook, Instagram, LinkedIn, YouTube, etc.).
  - Generating, editing and publishing clear, compelling content that advances the Union's strategic priorities.
  - Researching and collating relevant, interesting and useful content related to current trends, issues, publications and events within psychology and related fields.
  - Researching and maintaining lists of relevant influencers, funders, and high impact hashtags of relevance to IUPsyS.
  - Collaborating with the IUPsyS leadership to develop social media strategies ahead of key Congresses, events and opportunities.
  - Tracking and assessing social media metrics, insights, and best practices to ensure that IUPsyS continuously improves their reach and goals with key audiences.

- *Website management (updates, maintenance and analytics)*
  - Drafting and publishing posts, creating pages, editing content, fixing broken links, and reviewing IUPsyS' website content to ensure that it is up-to-date and accurate.
  - Developing and maintaining a system for regular tracking and reporting of web metrics, in order to constantly improve the goals of the website.
- *Outreach and other support*
  - Supporting strategic engagement with the Union's key audiences, that include IUPsyS members, the wider psychology community, other international organisations, policy makers, media, funders, and other relevant stakeholders.
  - Updating and maintaining the Union's emailing lists.
  - Formatting and scheduling mailers.
  - Formatting the IUPsyS Bulletin, reports, communiques, etc.
  - Developing brochures and other marketing material.
  - Providing additional communications as required.
  - Supporting wider digital development projects.

### **Essential skills and attributes**

These include:

- *A track record of excellence in communications:* A minimum of three years' experience in social media marketing or digital communications is required. The applicant should be a skilled and versatile writer who is able to deliver succinct, clear, compelling material that is accessible to the Union's diverse audiences.
- *An eye for clean, compelling design:* The applicant should have a good design aesthetic, attention to detail (e.g. notice inconsistent spacing and formatting), and understand what will resonate with audiences. They should also be able to sort through large amounts of information and determine what content is relevant, important, interesting and effective. Graphic design skills are a bonus.
- *Good technological skills:* The applicant should be able to rapidly become conversant with new programmes or applications. They should have experience in working with social media platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn, and understand how to best utilise social media management tools. Experience with website content management systems such as WordPress, as well as online media management systems is also required, whilst knowledge of photo and video editing, graphic design software. Additionally, HTML and CSS would be preferred.
- *Efficiency and good process management skills:* The applicant must be able to work efficiently, manage collaborative processes, and collate input from a variety of stakeholders and sources in order to deliver an excellent product within short timeframes and deadlines.
- *Strong collaborative skills:* Applicants must be team-players who are willing to contribute to the advancement of IUPsyS' strategic priorities.
- *Strategic knowledge of psychology, related fields and/or NGOs:* Expertise relating to trends, upcoming publications and events within psychology and related fields, and/or experience of working with NGOs or learned Societies would be a bonus.

**Work Hours and Remuneration**

The Digital Communications Officer position will require a time commitment of approximately 2 to 3 days a week. The remuneration package is available on request.

**Application Process**

Applications should include:

- A letter of motivation detailing why the applicant is appropriate for the position;
- A Curriculum Vitae; and
- Two references.

Applications must be sent to Dr Ann D. Watts, Secretary-General ([anndwatt@iafrica.com](mailto:anndwatt@iafrica.com)), and copied to Dr Karl Swain, Administrative Coordinator ([karl.swain@iupsys.org](mailto:karl.swain@iupsys.org)). Applications will remain open until a suitable candidate is selected.