

SECTION A: JOB DETAILS			
REFERENCE NUMBER:	CPAUK240725		
CAMPAIGN TYPE:	External		
JOB TITLE:	Digital Content Officer		
PAYBAND:	C		
PAY RANGE:	£29,150 (entry level) to £32,750 (band maximum) (Appointment will normally be at entry level)		
ALLOWANCES:	N/A		
REPORTS TO:	Communications Manager		
NUMBER OF POSTS:	1	HOURS P/W	35 hours
CONTRACT TYPE / DURATION:	Maternity Cover (6 months Fixed Term contract with the possibility of extension or permanency)		
ISSUE DATE:			
July 2025			
CLOSING DATE FOR APPLICATIONS			
INTERVIEW DATE			
START DATE			
ASAP on or after 1 August 2025			



## SECTION B: SCOPE OF THE ROLE

### JOB PURPOSE

CPA UK supports and strengthens parliamentary democracy throughout the Commonwealth. It focuses on key themes including women in parliament, modern slavery, financial oversight, security and trade. Peer to peer learning is central to the way CPA UK works. CPA UK brings together UK and Commonwealth parliamentarians and officials to share knowledge and learn from each other. It aims to improve parliamentary oversight, scrutiny and representation and is located in and funded by the UK Parliament.

For further information about CPA UK work please see [www.uk-cpa.org](http://www.uk-cpa.org)

The Digital Content Officer is an important and varied role working across the organisation to deliver high quality, consistent and targeted communications outputs which reflect CPA UK's vision and values. It is a busy and varied role which gives the opportunity to work with different teams and different projects within CPA UK.

CPA UK's communications are strategic and discerning; however, it is important to emphasise the breadth and value of all CPA UK's activities.

The role's key relationship is with the Communications Manager, who is responsible for managing how communications work is shared to achieve optimal results. It will also be important to build good and trusted working relationships with other colleagues who need reliable and professional digital comms support to successfully promote and highlight their projects and programmes.

The Digital Content Officer will be required to work both self-sufficiently and as part of a team, and to deliver at pace. They will be guided and supported by the Communications Manager who will ensure professional development is a priority.

### KEY INTERNAL RELATIONSHIPS – including

- Members of both Houses of Parliament and their staff
- Committees, Clerks, All Party Parliamentary Group and other organisations in both Houses.
- Media and Communications Services staff in both Houses of Parliament
- International Parliamentary Relations Offices (Commons and Lords)
- Staff of other House Departments, including but not limited to the Parliamentary Digital Service.
- Press Gallery

### KEY EXTERNAL RELATIONSHIPS – including

- Government Departments, notably FCDO & Ministers' offices
- Diplomatic Posts in UK and elsewhere
- CPA HQ Secretariat, Commonwealth Journalists' Association and other Commonwealth organisations
- NGOs
- International organisations
- Commonwealth Parliaments and their media offices
- Journalists including Westminster Lobby and international development media

#### MANAGEMENT RESPONSIBILITY

n/a

#### ADDITIONAL INFORMATION REGARDING THE POST

<b>LOCATION</b>	The post is in the CPA UK offices on the Parliamentary Estate. Hybrid working arrangements are currently in place and under review. Currently, there is an expectation of working at least one day a week in the office. Mobile and flexible working arrangements are also sometimes required. In addition, UK and international travel may sometimes be needed.
<b>HOURS</b>	35 hours per week with one hour per day unpaid for lunch. Some evening, weekend and occasional public holiday working will be required in support of CPA UK programmes.  <b>Annual leave</b> – 35 days per financial year of which 5 days are to be taken over Christmas and 2 days at Easter.
<b>FOR FURTHER INFORMATION</b>	Visit <a href="http://www.uk-cpa.org">www.uk-cpa.org</a>

### SECTION C: JOB SPECIFICATION

#### DESCRIPTION OF DUTIES

Working within a central strategy and business services team and across core and externally-funded projects teams the Digital Content Officer will work, with and as directed by, the Communications Manager to:



- Create engaging and timely digital content for CPA UK social media channels to highlight and promote CPA UK activities.
- Help, encourage and inspire CPA UK team members to create digital content.
- Create engaging content (articles and photographs) for the CPA UK website [www.uk-cpa.org](http://www.uk-cpa.org)
- Update and maintain the CPA UK website [www.uk-cpa.org](http://www.uk-cpa.org)
- Take photographs at CPA UK activities held on the Westminster Parliamentary Estate.
- Use design software (specifically Canva) to produce CPA UK's corporate materials.
- Draft press releases & lines to take.
- Monitor media output.
- Collate & interpret social media analytics.
- Work collaboratively across teams and in line with CPA UK's strategy to produce and support stakeholder activities such as lectures, briefings and panel discussions.
- Coordinate and submit CPA UK's contributions to internal publications such as What's On, All-Party Notices and the International Parliamentary Groups lists
- Take on other reasonable tasks as directed by the Communications Manager, Senior Management Team or UK Overseas Territories Project Lead.

## SECTION D: PERSON SPECIFICATION

### QUALIFICATIONS

#### Essential

A university degree in a relevant subject with some experience of working in a communications role **or** experience of working in a communications role.



**Desirable**

- Strong social media skills
- Experience of website content creation
- Experience of Canva software to design and create social media assets + promotional material

**SKILLS AND EXPERIENCE**

Experience of creating engaging digital content such as reels and infographics and use digital assets to effectively build brand profile.

Excellent written, oral and interpersonal communications skills.

Experience of using design software to create appealing and engaging designs.

Experience developing and delivering media and communications plans using different media to target different audiences.

Experience of delivering results as part of a team, in a multi-stakeholder environment.

Experience of demonstrating initiative and creativity in meeting objectives and overcoming challenges.

Experience of drafting written content such as press releases, blogs and articles.

Ability to interpret complex and varied subject matter and convey it accurately and in an engaging manner to different audiences.

Ability to be flexible, respond positively to change, work effectively under pressure and deal with conflicting priorities.

Ability to work diplomatically and impartially in multi-cultural and international settings.

**Desirable**

A working understanding of the Commonwealth, UK Overseas Territories, the Westminster parliamentary and political system and international current affairs.

Awareness of international organisations and Civil Society landscape.

