

WORLD CITIES CULTURE FORUM

Job Title:	Digital Communications Officer
Employment Type:	12 month fixed term, Part-time, 3 days per week (approx. 60% FTE).
Location:	In London office at least 3 days per week plus when meetings required. Flexibility for remote work and some international travel.
Salary:	£36,000/ year pro-rata or equivalent freelance rate
Reporting to:	Communications and Digital Content Manager
Start date:	ASAP

Role Overview:

We are looking for a Digital Communications Officer to lead the day-to-day delivery of the World Cities Culture Forum's digital communications and drive significant growth in our online presence and audience engagement.

This role sits at the heart of how we communicate the World Cities Culture Forum's mission and impact to city partners, cultural leaders, policymakers and global audiences. You will be responsible for translating complex cultural policy insights into compelling, accessible content across multiple digital platforms - from social media and newsletters to our website and blogs.

Working closely with the Communications Digital Content Manager and the programme team, you will develop and deliver creative content that tells the story of how culture shapes cities, supports our flagship programmes including the World Cities Culture Report , the Leadership Exchange Programme and the World Cities Culture Summit as well as new initiatives and positions the World Cities Culture Forum as a leading voice in global cultural policy.

This role requires someone who is fluent in digital culture, confident working with research-led content, data-driven in approach, and motivated by the power of culture to transform cities. You will be proactive in identifying opportunities to grow reach, deepen engagement with our network of 45+ cities, and build World Cities Culture Forum's profile among new audiences.

About World Cities Culture Forum (WCCF)

World Cities Culture Forum is the leading global network of civic leaders from over 45 creative cities across six continents, representing a population of over 260 million and 98 UNESCO World Heritage Sites. We are building a world where culture is at the heart of thriving cities. Our city network shares ideas and solutions to tackle 21st-century challenges, such as climate change, tourism, affordable workspace, and diversity in public spaces, by placing culture at the heart of city planning and investment.

Diversity Statement

We are committed to building a diverse and inclusive workplace where everyone feels valued and respected. We encourage applications from individuals of all backgrounds, including those from underrepresented groups. If you are excited about this role but don't meet every qualification, we still welcome your application. We value the unique perspectives and experiences that each individual brings, and we are committed to creating an inclusive environment where everyone can thrive.

Key Responsibilities

1. Support Digital Strategy & Growth

- Support the delivery of World Cities Culture Forum's digital communications strategy and annual content calendar
- Lead monthly reporting on digital performance, providing clear insights and recommendations to inform strategy
- Support planning and delivery of digital campaigns linked to global moments, policy debates and major events
- Contribute creative ideas to generate compelling content and grow audiences across all platforms
- Use analytics and insights to track performance and continuously improve content effectiveness

2. Content Creation & Storytelling

- Create engaging, high-quality content for World Cities Culture Forum's social media channels, primarily LinkedIn and Instagram, including:
 - LinkedIn carousel posts highlighting cultural policy insights and innovative city projects
 - Short-form Instagram content, video reels and Stories
 - Collaborative posts with city and delivery partners
- Develop video content that brings World Cities Culture Forum's work to life and drives engagement
- Write and commission website blogs, including guest contributions from cities and partners
- Write the quarterly newsletter (*The Golden Thread*) to keep the subscribers informed and engaged
- Develop digital storytelling for our key programmes including the Leadership Exchange Programme and the World Cities Culture Summit including:
 - Coordinating collaborative social posts and blogs with participating cities
 - Sharing insights, quotes and visuals
- Support the storytelling and dissemination of the World Cities Culture Report throughout the year
- Develop content for new initiatives and announcements including new cities
- Edit long-form content (reports, blogs, events) into accessible digital formats

3. Website and Social Media Growth Management

- Drive proactive growth of World Cities Culture Forum's digital reach and engagement, with specific targets including:
 - Increasing website traffic and unique visits
 - Growing followers and engagement on LinkedIn and Instagram
 - Explore other relevant platforms to publish content
- Actively use social channels to drive audiences to the World Cities Culture Forum's website through strategic content and calls-to-action
- Manage community engagement through comments, resharing, tagging partners and responsive interaction
- Upload and format blogs, news and programme updates on the website
- Work with the team to improve SEO and discoverability of content
- Track and analyze performance metrics across all platforms to inform content decisions and demonstrate impact
- Expand World Cities Culture Forum's global reach by identifying and engaging new audiences in key regions and sectors

4. Collaborations and Partner City Content

- Work closely with city communications teams across World Cities Culture Forum's 45+ partner cities to co-create content, amplify shared messages and encourage cross-network sharing
- Develop and deliver collaborative campaigns with cities, ensuring their stories, insights and achievements are showcased effectively
- Support the onboarding of new cities working with their team to create city and data profiles and case studies.
- Coordinate with regional and global partners (cultural institutions, policy organizations, research bodies) to expand reach and strengthen World Cities Culture Forum's profile
- Build relationships with thematic partners working on issues such as climate, sustainability, equity and urban development to create joint content opportunities
- Facilitate content collaborations that amplify voices across the network and demonstrate the collective impact of World Cities Culture Forum's city partners
- Assist with digital assets for events, presentations and external partner communications

Person Specification

Essential

- Proven experience managing and growing social media accounts for organizations or networks
- Strong writing and editing skills, with the ability to communicate complex ideas clearly and engagingly
- Experience creating diverse digital content, including carousels, short-form visuals, video reels and Stories
- Basic image and video editing skills
- Confidence working with analytics and digital performance data
- Strong organizational skills and attention to detail
- Interest in cities, culture and international collaboration

Desirable

- Experience working with global networks or membership organizations
- Experience working with city governments, cultural institutions or policy organizations
- Familiarity with SEO and website analytics
- Working knowledge of Canva, Mailchimp and Later (or similar communications design and scheduling platforms)
- Confidence using AI tools (with responsibility) for content ideation, editing or scheduling

Please be advised that we are unable to provide visa sponsorship for this position. All applicants must possess the necessary right to work documentation in the UK.