

Global Content & Communications Lead



Volunteer role description | Draft | September 2026

REPORTS TO	Global Marketing, Brand & Digital Experience Lead	ROLE TYPE	Volunteer functional lead
CONTRIBUTION	Approx. 4-6 hours/week	WORKING MODEL	Flexible / Global
TERM	1-2 years, by agreement	KEY INTERFACES	Marketing Lead, COO, CTO, regions & chapters

Role purpose

The Global Content & Communications Lead turns Robogals' marketing, brand and organisational priorities into a consistent stream of clear, useful and engaging content across Global channels. The role owns the day-to-day editorial engine: what is published, when it is published, how stories are developed, and how content is adapted across web, social, email and major campaigns.

This role reports to the Global Marketing, Brand & Digital Experience Lead and operates within the brand, messaging and campaign direction set by that role. It is a hands-on content leadership position, with responsibility for creating high-value content directly while coordinating contributions from chapters, regions and specialist volunteers.

CURRENT STRATEGIC PRIORITY: Robogals is refreshing robogals.org and establishing a scalable website model that can be provided to chapters. The Content & Communications Lead will be central to preparing, rewriting, migrating and maintaining content for the Global site and creating reusable content patterns, guidance and launch material for chapter websites. The Marketing Lead owns the brand, messaging and digital-experience direction; the CTO and Technology Team own technical implementation.

OPERATING PRINCIPLE The Global Marketing Lead sets brand, audience, campaign and digital-experience direction. The Content & Communications Lead translates that direction into an organised, reliable and high-quality content programme.

1. Editorial planning and content operations

- Maintain the Global editorial calendar across website, social media, email, newsletters, major events and priority campaigns.
- Translate agreed marketing priorities into practical content plans, deadlines, briefs, owners and publishing schedules.
- Maintain a healthy mix of mission stories, chapter activity, volunteer stories, impact evidence, partner/sponsor recognition, recruitment and organisational updates.
- Coordinate approvals efficiently so content moves without creating unnecessary bottlenecks.
- Repurpose strong stories and assets across channels rather than creating every item from scratch.

2. Writing, editing and storytelling

- Write and edit clear, engaging copy for robogals.org, social channels, email, newsletters, campaigns, recruitment, events and selected partner-facing communications.
- Develop credible stories about chapters, volunteers, programmes, students, alumni, partners and organisational impact using approved information and evidence.
- Interview or gather input from volunteers and leaders and turn raw information into strong, human stories that reflect the Robogals mission.
- Maintain tone of voice, plain-language standards, accessibility and editorial quality across Global content.
- Act as a final editorial quality check for high-visibility Global content within the approval framework set by the Marketing Lead.

3. Website and digital content

- Own the ongoing content lifecycle for robogals.org once page structures, UX/UI direction and technical patterns are agreed.
- Draft, edit, refresh and retire website content so key pages remain accurate, current, useful and easy to understand.
- Work with the Marketing Lead on information architecture, user journeys and page priorities, and with the CTO/Technology Team on CMS publishing and technical implementation.
- Maintain consistent metadata, calls to action, page naming and editorial patterns where these improve findability and usability.
- Own the content workstream for the scalable chapter website model, including reusable page copy, content patterns, guidance, templates and launch support that chapters can adapt within agreed Global standards.
- Work with regions and chapters to gather, clean and structure the local information needed to populate new chapter websites, including chapter descriptions, contacts, programmes, events and approved imagery.
- Support content migration and launch readiness for the refreshed Global site and chapter websites, including page QA, link/content checks, calls to action, metadata and handover guidance.
- Establish a sustainable content-maintenance approach so Global and chapter websites remain current after launch rather than becoming one-off redesign projects.

4. Social media and community communications

- Plan and coordinate Global social content in line with the editorial calendar and campaign priorities.
- Create or coordinate platform-appropriate copy and content packages, including captions, stories, simple graphics briefs and calls to action.
- Support timely coverage of major Robogals moments including SINE, programme launches, recruitment, chapter achievements and partner activity.
- Monitor comments, messages and emerging conversations where relevant, escalating safeguarding, reputational or sensitive matters rather than responding outside delegated authority.
- Help regions and chapters reuse Global content and share local stories back into the Global content pipeline.

5. Campaigns, events and major organisational moments

- Support content execution for priority campaigns such as volunteer recruitment, chapter growth, SINE, partnerships, fundraising, leadership recruitment and impact reporting.
- Prepare campaign copy, content sequences, landing-page content, email and social assets in partnership with the Marketing Lead.
- Build simple content packs for events and campaigns so regions and chapters can participate without recreating materials independently.
- Coordinate pre-event, live and post-event storytelling where appropriate, including capture requirements, acknowledgements and reusable outcomes.
- Ensure sponsor and partner recognition follows agreed commitments, brand standards and approvals.

6. Chapter content network and enablement

- Build practical relationships with regional and chapter marketing/content volunteers so Global has a reliable flow of stories, images, updates and campaign participation.
- Provide simple content briefs, templates, examples and editorial guidance that make it easy for chapters to contribute.
- Create repeatable mechanisms for collecting chapter stories and impact content without adding unnecessary reporting burden.
- Coach or support local content volunteers where useful, while leaving day-to-day chapter communications with chapters and regional structures.
- Maintain a reusable content and media library in Robogals-managed systems with clear ownership and provenance.

7. Content governance, approvals and safeguarding

- Work within the Global brand, tone, privacy, safeguarding and communications guardrails set by Robogals and the Marketing Lead.
- Apply particular care to content involving children and young people, including image use, names, personal information, consent and safeguarding requirements.

- Escalate sensitive, controversial, crisis-related, legal, reputational or executive communications to the Marketing Lead and appropriate organisational decision-maker.
- Do not publish confidential, personal, unverified or materially sensitive information without appropriate approval.
- Maintain source files, approvals and key publishing records in Robogals-managed systems where appropriate.

8. Measurement and continuous improvement

- Track practical content measures such as reach, engagement, click-through, website behaviour, email performance and content reuse where useful.
- Use performance evidence and audience feedback to recommend changes to topics, formats, channels and publishing cadence.
- Identify high-performing content that should be repurposed or extended and low-value work that should be simplified or stopped.
- Provide concise content-performance input to the Marketing Lead rather than creating reporting for its own sake.

Decision rights and role boundaries

THE CONTENT LEAD OWNS	Editorial calendar; writing and editing; day-to-day Global content production; content repurposing; Global and chapter website content workstreams; content migration and launch readiness; website content lifecycle; social and email content execution; chapter story pipeline; editorial quality and content operations.
THE MARKETING LEAD OWNS	Brand strategy and visual identity; audience and marketing strategy; campaign priorities; messaging architecture; digital-experience and UX/UI direction; major reputation/positioning decisions; approval framework and overall functional priorities.
THE CONTENT LEAD DOES NOT OWN	Technology architecture, CMS/platform engineering, brand redesign, organisation-wide strategy, crisis communications authority, partnerships strategy, safeguarding decisions, paid media budgets or every chapter's local social channels.
CTO / COO / OTHER LEADS	The CTO owns technical platforms and implementation. The COO owns operational coordination and APAC operations. Functional owners remain accountable for the accuracy and substance of specialist information supplied for publication.

Working model and time commitment

- The indicative contribution is approximately 4 to 6 hours per week, worked flexibly around agreed priorities, publishing cadence and major campaigns.
- Regular commitments may include a Marketing Lead check-in, campaign/editorial planning, selected website working sessions, and coordination with regional or chapter contributors.
- The role is not expected to maintain continuous availability or personally create every graphic, video, post or chapter communication.
- Where production demand exceeds realistic volunteer capacity, priorities should be reduced, content repurposed, work delegated to contributors or specialist support considered rather than the Content Lead absorbing unlimited execution.

Initial priorities | First six months

1. Establish the Global editorial calendar and a realistic publishing rhythm across website, social and email.
2. Audit priority existing content and identify immediate gaps, outdated material, strong reusable stories and content that should be retired.
3. Support the robogals.org refresh end to end from a content perspective: audit and rewrite priority pages, prepare migration-ready copy, complete editorial QA and support launch under the Marketing Lead's UX, messaging and brand direction.
4. Create the chapter website content pack and collection process so chapters can provide the local information, stories and imagery needed to launch and maintain their websites without excessive administration.
5. Support the first chapter website pilots, refine reusable copy and guidance from feedback, and prepare a repeatable content rollout approach for additional chapters.
6. Build a reusable Global content library covering mission, programmes, chapters, volunteer stories, impact, sponsors/partners and recruitment.
7. Create core editorial templates and repeatable content formats for social, email, website stories and major organisational moments.
8. Establish practical editorial, approval, safeguarding and escalation workflows with the Marketing Lead.

9. Set a small baseline of useful content-performance measures and use them to refine the publishing approach.

Success indicators

- Global communications follow a visible and sustainable editorial cadence instead of relying on ad hoc bursts of activity.
- Robogals publishes more consistent, human and evidence-based stories about chapters, volunteers, programmes and impact.
- The refreshed Global website launches with clear, current content, and chapter websites can be populated and maintained using reusable content patterns defined with the Marketing Lead.
- High-value content is routinely repurposed across channels, reducing unnecessary production effort.
- Regions and chapters have a simple way to supply website content, contribute stories and reuse Global materials, with clear ownership for keeping local pages current.
- Content involving young people, volunteers, partners and sponsors is handled with appropriate care, accuracy and approvals.
- The Marketing Lead has reliable content execution capacity and can remain focused on brand, marketing strategy, campaigns and digital experience.
- The Content Lead role remains sustainable within the expected volunteer contribution.

Experience and attributes

- Strong writing, editing and storytelling capability, with examples across digital, social, web, editorial, communications or related work.
- Experience managing an editorial calendar or coordinating content across multiple channels is highly desirable.
- Ability to turn incomplete or technical source material into accurate, clear and engaging audience-facing content.
- Sound judgement about tone, reputation, privacy, consent, safeguarding and when content requires escalation or additional approval.
- Working knowledge of website content, social platforms, email tools, CMS publishing and basic analytics; experience with Canva or similar content tools is beneficial.
- Good organisational skills and the ability to coordinate contributors without creating unnecessary administration.
- Comfort working with volunteers across chapters, cultures and time zones and adapting content for different audiences while protecting Global consistency.
- Alignment with Robogals' mission and commitment to inclusive, accessible communication that broadens participation in engineering and related fields.