

## Communications officer

**Location:** Remote

**Reports to:** Marketing and communications manager

**Organisation:** World Physiotherapy

Salary: 28k

Holiday: 25 days + bank holidays

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### About World Physiotherapy

World Physiotherapy is the global voice for physiotherapy, representing more than 600,000 physiotherapists worldwide through its 129 member organisations. As a nonprofit organisation, we advocate for high standards in physiotherapy practice, education, and research, and promote the profession's role in improving health and wellbeing globally.

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### Role overview

We're looking for a creative and detail-oriented **communications officer** with a background in graphic design to support our communications team in producing high-quality visual content. This role is ideal for someone early in their design career who is passionate about visual storytelling, global health, and nonprofit work. You'll help bring our brand to life across digital platforms, print materials, and video content.

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### Key responsibilities

- Design graphics and layouts for digital platforms (social media, website, email campaigns)
  - Create print-ready materials including reports, brochures, and event collateral
  - Edit and produce long-form and short-form videos for web and social media
  - Assist with scheduling social media content across platforms (eg, Facebook, Instagram, LinkedIn, X/Twitter)
  - Assist with keeping World Physiotherapy websites updated
  - Assist with monitoring performance of published content and suggest improvements based on analytics
  - Ensure all visual content aligns with brand guidelines and accessibility standards
  - Collaborate with the communications team to support campaigns and initiatives
  - Manage and organise design assets and templates for internal use
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### Qualifications and experience

- Degree or diploma in graphic design, visual communications, or related field
  - Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro and After Effects)
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- Experience creating content for digital and print formats
  - Good video editing skills and understanding of motion graphics
  - Familiarity with SEO principles and content management systems (eg, WordPress)
  - Strong attention to detail and ability to meet deadlines
  - Experience working with or for NGOs, nonprofits, or in the healthcare sector is a plus
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### **Skills and attributes**

- Creative thinker with a strong visual eye
- Ability to take direction and work collaboratively
- Interest in global health, physiotherapy, or nonprofit communications
- Willingness to learn and grow within a supportive team environment
- Sensitivity to cultural diversity and inclusive design principles