

Job title: Senior marketing and communications officer**Location:** Remote**Reports to:** Marketing and communications manager**Organisation:** World Physiotherapy

Salary: 32K

Holiday: 25 days + bank holidays

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.

Role overview

We are seeking a proactive and creative **senior marketing and communications officer** with excellent writing skills and a strong understanding of digital marketing. This role is suited to an early-career professional with a passion for writing and a strong interest in global health and nonprofit work. The ideal candidate will have a strong grasp of marketing, digital content creation, and social media engagement. You will be responsible for producing high-quality content that supports our mission and engages our international audience.

Key responsibilities

- Write, edit and publish news stories for the World Physiotherapy website and newsletters
- Develop clear, engaging web copy and digital content aligned with our values and strategic priorities
- Write and edit press releases, briefs, statements, and CEO/leadership communications as needed
- Create and schedule social media content across platforms (eg, Facebook, Instagram, LinkedIn, X/Twitter). Monitor comments across platforms
- Assist with marketing key campaigns and initiatives the organisation undertakes, including World Physiotherapy congresses, held every two years
- Assist with keeping World Physiotherapy websites updated
- Assist with the production of the annual report and other publications
- Work with the marketing and communications manager to implement strategies that strengthen global reach and engagement
- Collaborate with internal teams and external contributors to gather accurate and timely information
- Ensure all content is inclusive, accessible, and relevant to a global health audience

- Monitor performance of published content and suggest improvements based on analytics
 - Maintain consistency in tone, style, and messaging across all communications
 - Editing and proofreading of organisation documents and materials to ensure accuracy and consistency
-

Qualifications and experience

- Undergraduate degree in marketing, business, communications, or a related field is highly desirable
 - Professional qualification from a recognised body such as the Chartered Institute of Marketing (CIM) or the Institute of Data and Marketing (IDM) is advantageous
 - Proven experience in marketing, copywriting, or digital content creation
 - Excellent writing, editing, and proofreading skills
 - Familiarity with SEO principles and content management systems (eg, WordPress)
 - Experience managing social media accounts for organisations or brands
 - Experience working in or writing for NGOs, nonprofits, or the medical/healthcare sector is highly desirable
-

Skills and attributes

- Strong attention to detail and commitment to accuracy
- Ability to work independently and manage multiple deadlines
- Collaborative mindset and excellent interpersonal skills
- Sensitivity to cultural diversity and global perspectives
- Interest in physiotherapy, rehabilitation, or global health issues is desirable