

## **Post Details**

Job title:	Digital Manager
Reports to:	Director
Direct reports:	Digital Assistant, Digital volunteers/interns
Key relationships:	Director, Digital Assistant, Campaigns Manager, Fundraising Manager
Working hours:	35 hours per week
Starting salary:	Up to £27,000

## **Post Summary**

This is an exciting position for an experienced digital professional who wants to work for a campaigning NGO. Free Tibet's digital channels have a large international audience, reflecting our position as one of the leading organisations campaigning for freedom in Tibet.

We are looking for a passionate all-rounder who understands the importance of good online and offline communications in both a campaigning and fundraising context. The Digital Manager will oversee all of Free Tibet's digital channels including websites, email and social media. You will play a key role in our outreach work, bringing Free Tibet's messages to new audiences. You will also advise and assist with the digital communications of our research partner Tibet Watch.

As the Digital Manager, you will implement the digital elements of our organisational strategy and, as part of the management team, you will be a key voice in shaping the direction of the organisation as a whole.

The successful candidate will have experience working across a range of digital channels, including website CMS, Google Analytics, email marketing platforms (such as MailChimp), social media and video. We are looking for someone who is self-motivated and able to work by themselves, but can also manage a small team and collaborate with colleagues. You will be flexible, diligent, able to work under pressure and manage a busy and sometimes competing workload.

As part of the Free Tibet team you will have opportunities to participate in protests, campaign actions, festivals and outreach events. You will also have opportunities to attend cultural events organised by the Tibetan Community UK or the Office of Tibet.

Additional benefits include flexible working hours, training and development opportunities, a central (Shoreditch) office location, pension scheme, interest free season ticket loans and a generous annual leave allowance (25 days pro rata plus public holidays and additional time off between Christmas and New Year).

## **Free Tibet**

Our vision is a free Tibet in which Tibetans are able to determine their own future and the human rights of all are respected. Free Tibet campaigns for an end to China's occupation of Tibet and for international recognition of Tibetans' right to freedom. We mobilise active support for the Tibetan cause, champion human rights and challenge those whose actions help sustain the occupation.

## Job Description

### Key Responsibilities

#### General

- Develop and ensure delivery of the digital elements of Free Tibet's strategy, encompassing website, email and social media, working closely with colleagues to ensure this supports fundraising and campaigns priorities.
- Contribute to the development, monitoring and evaluation of Free Tibet's organisational strategy, with particular emphasis on digital elements, including targets.
- Line-manage the Digital Assistant, ensuring that they are engaged, motivated to hit targets and able to develop professionally.
- Provide reports on website, email and social media performance.
- Oversee the organisational digital communications calendar.
- Monitor digital trends, industry standards and advise on new digital initiatives.
- Oversee current digital systems and advise on upgrading them when necessary.
- Monitor digital expenditure.
- Actively find and engage with new opportunities to bring Free Tibet's message to new audiences.
- Attend quarterly board meetings, reporting on the plans and outcomes for our digital and outreach work.
- Take the lead on technical or IT problems within the office, liaising with our external IT consultant when necessary.

#### Website

- Oversee the Free Tibet website and other online systems, including site hosting/performance, contact with hosting company and external developers, creating user accounts and overseeing permissions.
- Upload and edit content (including images and video), work with html code, ensure best practice in content generation.
- Work with colleagues to ensure all content is kept up-to-date.
- Oversee website structure, including menus, modules, site map, redirects etc.
- Monitor and oversee Google Analytics and AdWords

#### Email

- Oversee Free Tibet's email marketing platform.
- Manage all email lists, uploading and segmenting contacts, creating sign-up forms.
- Ensure best practice in email content, testing, delivery and response rates.
- Contribute to generating content for emails.
- Regularly monitor performance of Free Tibet's welcome journey for new supporters, making updates and testing as you go.

# Digital Manager



- Constantly seek out new channels to expand and increase the number of contacts on our mailing list, while remaining GDPR compliant.

## Social media

- Oversee Free Tibet's Facebook, Twitter, Instagram, Flickr and YouTube pages.
- Develop new social media content, such as infographics and videos, working closely with the campaigns team.
- Manage social media promotion/advertising, analysing performance to ensure maximum ROI for the given budget.

## Person Specification

### Essential:

- Experience of managing website CMS, html code and hosting.
- Understanding of website best practice (e.g. content, structure, navigation).
- Ability to monitor and analyse performance data and produce reports.
- Experience of using Google Analytics.
- Proficiency in Microsoft Excel and image editing software.
- Experience of using email marketing platforms (especially MailChimp).
- Experience of managing external contractors.
- Experience of writing supporter communications for multiple digital channels.
- Understanding of social media, including best practice and current trends.
- Ability to monitor trends and identify creative opportunities that support campaign objectives.
- Ability to take initiative and work with limited supervision.
- Strong organisational and administrative skills.
- Flexible and adaptable approach and the ability to work as part of a small team.
- Commitment to Free Tibet's mission.
- Ability to engage with supporters, both online and offline.
- Ability to line-manage the Digital Assistant.
- Ability to deliver the digital elements of fundraising and campaigning, and provide additional support to both teams.

### Desirable:

- Experience of line management.
- Experience of working in fundraising or campaigning.
- Experience of producing or editing video content.
- Experience of using online fundraising systems.
- Experience in offline outreach work, such as organising and hosting events

## Application Process

To apply, please fill in the application form available on our website at:

<https://freetibet.org/about-us/vacancies>

You can return your completed application by email to [recruitment@freetibet.org](mailto:recruitment@freetibet.org) or by post to 28 Charles Square, London N1 6HT.

The deadline for applications is **midnight on Monday 11 March 2019**. Interviews will take place on **Monday 18 March 2019**.