

Job Information Pack



Post Details

Job title:	Digital Communications Officer
Reports to:	Head of Engagement & Action
Key relationships:	Supporter Care and Shop Officer, Fundraising Officer and Campaigns Officer.
Working hours:	4 days (28 hours) or 5 days (35 hours) per week.
Salary:	£23,000-£27,000 (depending on experience)
Location:	Remote working and/or our Brixton office.

Purpose of this post

Free Tibet and Tibet Watch are looking for a passionate and creative digital native with strong communications skills. You will be responsible for researching, creating and publishing content across all of our social media channels.

Therefore, the ideal candidate will have demonstrable experience managing and monitoring organisational social media channels, writing engaging content for both social media and digital communications and creating and editing images/digital graphics.

The role offers considerable scope for innovation, and we encourage the successful candidate to adopt a trial-and-error approach. We want you to be creative and suggest ideas we may not have thought of but also be able to plan, test and analyse results. If you are looking to develop existing digital communication skills and play an essential role in developing and delivering a robust digital strategy whilst making a tangible impact on a small human rights organisation, we would love to hear from you.

About Free Tibet and Tibet Watch

We stand with Tibetans around the world. For their homeland, for their future and against China's brutal occupation. We keep the eyes of the world on the atrocities being committed in Tibet.

Tibet Watch shares evidence that makes them impossible to deny. Free Tibet leads campaigns that make them impossible to ignore. And together, we will build a global movement that's impossible to resist.

Tibet can be free. It must be free – and one day, it will be. Together we bring that day closer.

Location

Our head office is in Brixton, South London, and we have 16 staff members in total, including our UK team and our field research team further afield. We expect the post-holder to be in the office one day per week on average, but we are happy to be super flexible (e.g. four consecutive days per month).

Perks

We can offer flexible working, a supportive work culture (that gets results whilst prioritising staff well-being) and the freedom to get creative and take ownership of digital projects. Benefits include, but are not limited to, a robust work-from-home

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policy, training and development opportunities, a pension scheme, interest-free season ticket loans and a generous annual leave allowance (28 days plus public holidays).

Equality, diversity and inclusion

Free Tibet and Tibet Watch are actively committed to equality, diversity and inclusion in our workforce. We strongly encourage applications from all sectors of society regardless of: age, gender identity, disability, marriage or civil partnership, pregnancy or maternity status, religion or belief, race or ethnic origin, sexual orientation, transgender status or socio-economic background. We also welcome applications from those who wish to return to the workplace after a period of absence. Sadly, we can only welcome applicants who have the right to work in the UK at this time.

Job Description

Work with the Head of Engagement & Actions in executing the supporter engagement strategy.

- Understand and assist in the delivery of the 'Supporter Engagement' strand of the organisation's strategy.
- Work towards goals set out in the strategy, and lead on monitoring and reporting on progress in your areas of work.
- Assist the Head of Engagement & Action in reviewing and updating the supporter engagement strategy.

Manage Free Tibet's social media channels

- Work with the Campaigns and Fundraising teams to create content plans for Instagram, Facebook, Twitter, and other social media platforms.
- Create social media campaigns in line with our campaigns and brand guidelines.
- Develop and optimise social media posts, including text, images and video to reach target audiences, including as part of larger campaigns.
- Work with the Head of Engagement to create and manage paid advertising campaigns, including Meta Ads.
- Work with the Fundraising team to identify opportunities for social income generation.
- Monthly reporting and the development of yearly social media strategy documents.
- Keep up to date with social media trends and identify new channels or tools that Free Tibet could use to promote its messages better or provide a better service to its users.
- To monitor social media accounts and respond out of hours on occasion/when required.

Develop and manage a content plan for Free Tibet's digital communications to boost engagement and increase brand awareness.

- Work with colleagues across the organisation to create and manage a yearly content plan for the Free Tibet website.

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- Ensure new content is created and uploaded to the website in line with set deadlines.
- Contribute to the content creation for the website, including writing content and creating graphics.
- Proofread, edit and optimise content before uploading to the website.
- Ensure all content created adheres to our Brand Guidelines.

Day-to-day management of Free Tibet and Tibet Watch websites, including optimising content.

- Upload and edit content (including images and video), ensure best practice in content generation.
- Work with colleagues to ensure all content is kept up-to-date.
- Proofread, edit and format new articles, news stories and web pages.
- Work with colleagues across the organisation to support their use of the website.
- Liaise with the web agency to deal with functionality issues.

Create and assist with the creation of digital content.

- Work with colleagues to create digital content - graphics, infographics, videos - in line with our campaigns.
- Liaise with external content creators, e.g. videographers, graphic designers etc., on the creation of content.
- Look for opportunities to build relationships with and create content for third-party websites.
- Work with the Shop Officer to create, proofread and schedule e-commerce emails via our email marketing platform (currently Mailchimp).

Attend and generate content from Free Tibet and cross-movement protests, actions and events

- Live-post and 'go live' from protests and actions across our various social media channels, using knowledge of individual channel best practices.
- If unable to attend, work with the rest of the organisation to ensure content is still being generated.
- Capture photos and videos, including interviews with key attendees, for use across all channels.
- Liaise with third-party photographers and videographers when professional quality content is required from an action.
- Manage the Free Tibet & Tibet Watch image library.

General responsibilities

- Participate in weekly team meetings.
- Support the Head of Engagement & Actions in all areas of digital communication.
- Contribute to the Free Tibet quarterly magazine and proofread content.

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- Support the education and implementation of digital security best practice across the organisation.
- General administration duties.

Person Specification

Essential

- Experience managing organisational/grassroots social media channels, including Instagram, Facebook and Twitter.
- Proven ability in writing and editing engaging, scroll-stopping content for web and social media channels and ensuring content meets brand guidelines.
- Experience using image editor tools (Canva, Photoshop) to create impactful and engaging content.
- Ability to take initiative, manage competing priorities and ensure deadlines are met.
- Commitment to Free Tibet's mission.
- Experience of tracking and analysing social media data and using the findings to inform decision making.

Desirable

- Email marketing experience (Free Tibet currently uses Mailchimp).
- Ability to edit video.
- Experience managing Meta Ads Manager accounts or equivalent.
- Experience in third-sector organisations or grassroots campaigns would be an advantage.

Application Process

Please send a CV and personal statement outlining your suitability for this post to kelsi@freetibet.org. The application deadline will be 14th November at 9 am. Interviews will be held on 23rd November 2022. We look forward to receiving your application.