

**BIG BROTHER WATCH: JOB INFORMATION PACK**  
**DIGITAL COMMUNICATIONS OFFICER**

**Post details**

Job title: Digital Communications Officer  
Reports to: Director  
Working hours: Full time  
Location: Vauxhall, London  
Starting salary: £25,000 - £30,000 (depending on experience)  
Application deadline: Thursday 15<sup>th</sup> October  
Start date: ASAP

**To apply**

Please send:

- Your CV
- A covering letter (1 page maximum)
- Task: Big Brother Watch is trying to recruit new supporters to sign up for monthly donations. Please provide a draft email or emails to go out to our mailing list.
- Relevant example/s of your graphic, video, or other digital campaigns work

to [recruitment@bigbrotherwatch.org.uk](mailto:recruitment@bigbrotherwatch.org.uk)

**Please note: applications without any one of the four requested submissions above will not be considered.**

**Post summary**

This is an exciting position for an exceptional communicator with digital skills who wants to work for a high-impact campaigning NGO. In this role, you'll have the opportunity to boost the digital channels of one of the UK's leading rights NGOs. We're looking for someone with a vision to take our digital campaigns to the next level.

Big Brother Watch is a leading voice in the UK protecting privacy and has a strong track record of successful campaigns that defend civil liberties in the UK. We are seeking to significantly grow our reach, fundraising and campaigns through digital channels. The central objective of the role is to grow our public support and manage supporter engagement, by producing original, persuasive digital content and deploying it across multiple channels.

**About you**

Whether you're a professional digital marketer with several years experience, or a highly digitally capable self-starter with excellent demonstrable campaign experience – if you're passionate and committed to Big Brother Watch's mission (this is important), we'd like to hear from you.

We are looking for a passionate all-rounder who understands the importance of excellent online communications in both a campaigning and fundraising context. The Digital Communications Officer will manage and have responsibility for all Big Brother Watch's digital channels including websites, email and social media platforms.

The successful candidate will have experience working across a range of digital channels, including social media and video, website CMS, and email marketing platforms such as MailChimp. We are looking for someone who is able to produce creative graphics maintaining our brand identity; who is self-motivated, able to work by themselves as well as collaborate on campaigns with colleagues. You will be flexible, diligent, able to work under pressure and manage a busy and sometimes competing workload.

### Big Brother Watch

Big Brother Watch is a UK civil liberties campaign group fighting for a free future. We're determined to reclaim our privacy and defend freedoms at this time of enormous technological change. And we fight to win.

We're a fiercely independent, diverse, non-partisan and non-profit group of campaigners and researchers who work to roll back the surveillance state and protect rights in parliament, the media or the courts if we have to. We publish unique investigations and pursue powerful public campaigns to pursue real change. We work relentlessly to inform and empower the public to collectively reclaim privacy, defend our civil liberties and protect freedoms for the future.

We're a small, dedicated and highly effective team of five staff and five volunteers.

### Interviews

Invitations for first round interviews will be sent out by Friday 23<sup>rd</sup> October.

Due to a high volume of applications we are unable to provide feedback to all applications. Therefore, if you have not heard from us by 23<sup>rd</sup> October this unfortunately means you have not been successful.

## Job description

### Key responsibilities

#### General

- Develop and ensure delivery of Big Brother Watch's digital strategy & communications calendar, encompassing social media, website, and email, working closely with the team.
- Develop packages of digital and physical campaign resources.
- Provide reports on website, email and social media performance.
- Monitor trends, sector standards and advise on new digital initiatives.
- Designing templates for our briefings and bespoke report templates.

#### Website

- Drive recruitment of supporters and grow fundraising
- Manage the Big Brother Watch website structure, content and SEO
- Create, upload and edit content (including images and video), work with HTML
- Work with colleagues to ensure all content is kept up-to-date.

#### Email

- Manage the newsletter schedule and mailouts, and other supporter journey engagement
- Oversee and ensure best practice in email content, testing, delivery and response rates.
- Manage and protect databases
- Drive recruitment of subscribers

#### Social media

- Manage Big Brother Watch's Facebook, Twitter and social media platforms and demonstrate growth in outreach
- Develop and advise on new social media content.
- Create and edit videos and graphics

#### Media

- Reposting our appearances in broadcast, online and print media via our digital channels
- General media monitoring of relevant news & press opportunities
- Contributing to press strategies
- Potential requirement to be on 24 hour call for media enquiries – this is on a rota system.

## Person specification

### Essential:

- Passion for Big Brother Watch's mission
- Strong understanding of social media, particularly Twitter, YouTube and Facebook, including best practice and trends
- Demonstrable experience using digital skills for campaigns and/or fundraising
- Proficient production of graphics and video content; use of image, video and audio editing software; ability to produce podcasts, blogs, and other content
- Good understanding of the political climate
- Ability to write persuasive content and create engaging messaging for a variety of audiences and across multiple digital channels
- Ability to monitor trends and identify creative opportunities that support campaign objectives.
- Experience of managing website CMS, basic HTML
- Ability to use free software
- Ability to monitor and analyse performance data
- Strong organisational skills with ability to manage multiple projects and deadlines
- Friendly, positive and adaptable team player

### Desirable:

- 2+ years experience in digital campaigns, marketing or communications
- Educated to degree level in a relevant field.
- Interest in free and open source software