

BIG BROTHER WATCH: JOB INFORMATION PACK

DIGITAL COMMUNICATIONS OFFICER

Post details

Job title: Digital Communications Officer
Reports to: Digital Communications Manager
Working hours: Full time
Location: Vauxhall, London
Starting salary: £30,000
Application deadline: 17th April 2022 (midnight)
Start date: ASAP

To apply

Please send:

- Your CV
- A covering letter telling us why you're a great match for the role (1 page maximum)
- Task: The Online Safety Bill has been published and we think it poses a serious threat to freedom of expression and privacy. We're going to launch a campaign against it, but need more [supporters](#) to resource our campaign. Draft a Facebook post in pursuit of this goal.
- Relevant example/s of your website, graphic, video, or other digital campaigns work

to recruitment@bigbrotherwatch.org.uk

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

Due to a high number of applications, unfortunately we are unable to respond to all applicants.

Digital Communications Officer Webinar

Our Digital Communications Manager Erlend Evans will host a webinar to talk more about Big Brother Watch and the role, and to invite any potential applicants to ask any questions about the role or application process (attendees are welcome to join anonymously if they wish).

The webinar will be held on Monday 28th March at 6pm, and can be joined via this link: <https://us06web.zoom.us/j/88361661355>

If you're unable to join but would like to watch a recording of the webinar, please email us at recruitment@bigbrotherwatch.org.uk

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 help 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 impact 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 work closely with the Digital Communications Manager and contribute to 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 ideally email marketing platforms such as MailChimp (or relevant experience writing copy for campaigns). We are looking for someone who is able to produce creative graphics maintaining our brand identity; who is self-motivated, resourceful, and a proactive team player. 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 full-time staff (soon to become seven) and five volunteers.

Person specification

- Passion for Big Brother Watch's mission
- Experience of managing website CMS, basic HTML
- Experience of producing impactful copy for campaigns, including on sensitive and nuanced issues
- 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

- Experience producing 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.
- 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

Job description

Key responsibilities

General

- 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.
- Monitor trends, sector standards and contribute ideas on new digital initiatives.
- Designing templates for our briefings and bespoke report templates.

Website

- Drive recruitment of supporters and grow fundraising
- Help maintain and develop 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
- Ensure best practice in email content, testing, delivery and response rates.
- Ensure the highest standard of data protection regarding our databases
- Drive recruitment of subscribers

Social media

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

Media

- Reposting spokespersons' 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.