



## Digital communications and engagement manager (maternity cover)

**Job title:** Digital communications and engagement manager (maternity cover)  
**Location:** London office (with hybrid working)  
**Hours:** 4 or 5 days per week  
**Salary:** £40,471 (pro-rata for 4 days)  
**Contract:** Fixed term: 9 months (November to July)  
**Reports to:** Head of fundraising and engagement  
**Team:** Fundraising and engagement

**Deadline:** 10am, Monday 16 September 2024  
**Interviews:** Wednesday 25/Thursday 26 September 2024

### About Global Justice Now

Global Justice Now is a democratic social justice organisation working, as part of a global movement, to challenge the powerful and create a more just and equal world. We mobilise people in the UK for change and stand in solidarity with those at the sharp end of the global economy: communities across the global south who suffer impoverishment, exploitation and oppression as a result of rules and systems created here in the global north.

Our campaigns aim to expose major injustices in the world, explain why they are happening and propose alternative ways of organising the economy. We believe big change comes from below, from resilient, empowered and informed movements which consistently and creatively demand change. Therefore, we help build movements to exert pressure on those in power, in the process shifting power away from the few and towards the many.

Our main office is located in Oval in London, and we also have a small office in Edinburgh, with around 25 staff members in total.

### About the position

As our Digital communications and engagement manager, you'll play a crucial role in building strong connections with our existing supporters while also attracting new ones through dynamic digital strategies. You'll ensure our website remains up-to-date with compelling content that

resonates with our audience, and you'll oversee the scheduling and execution of impactful campaign and fundraising emails that drive engagement.

You will also be responsible for creating and managing digital resources that empower our supporters to take meaningful actions, such as making donations or contacting politicians and decision-makers. Your expertise in social media outreach, particularly on Facebook, will be key in generating new leads and expanding our campaign reach.

You'll have the chance to assist with writing online fundraising copy and handling various administrative tasks as needed. In collaboration with the fundraising and engagement team, you'll contribute to our overall fundraising and campaign strategies.

The postholder is expected to work flexibly to support the fundraising, campaigning, and movement-building goals, along with the broader objectives of Global Justice Now. The job may involve occasional evening and weekend work for which time off in lieu will be granted.

## **The Team**

The fundraising and engagement team is responsible for generating the income needed to support our campaigns and overall mission while also maintaining strong relationships with our supporter base. This encompasses direct marketing efforts – such as appeal mailings, telemarketing, and supporter acquisition and retention – along with crafting trust proposals and providing detailed reporting. The team often serves as the primary point of contact for our thousands of supporters.

While this role is part of the fundraising and engagement team, it requires close collaboration with the campaigns and movement building teams on content and messaging, as well as with the resources team, which oversees the supporter database and related processes.

## **Key responsibilities of the post**

### **1. Digital communications management**

- Oversee the online communications schedule to maintain consistent campaign messaging across all digital channels.
- Work with staff across the organisation to send out a regular and engaging programme of supporter emails via Mailchimp.
- Track performance and refine strategies to maximise engagement.
- Work with the campaigns and fundraising teams to design and build effective online action and donation forms using our digital mobilisation platform Impact Stack.
- Work with the movement-building team to design and build effective event forms in Ticket Tailor.
- Manage supporter communications automations on Mailchimp, focusing on setting up and optimising welcome sequences. Ensure these emails are segmented and personalised to make a strong first impression and foster ongoing engagement.

## **2. Digital content production**

- Work with staff across the organisation to produce copy, graphics and videos for social media using Canva, Photoshop or Premiere Pro.
- Manage the acquisition of new supporters via paid social media (primarily Facebook) by leading targeted campaigns and creating engaging content.
- Occasionally assist with copywriting for fundraising and engagement emails, crafting compelling messages that highlight the impact of contributions and include clear calls to action.

## **3. Website management**

- Take lead responsibility for managing our website in Wordpress and online forms in Impact Stack.
- Oversee, edit, and create website content, ensuring it is accurate, engaging, and current, in collaboration with staff across the organisation.
- Manage our Google Ad Grant programme and work with campaigners to produce web content to support it.

## **4. Data selection analysis and monitoring**

- Produce accurate data selections for fundraising and campaigns initiatives and develop and improve segmentation and data selections on the database to contribute to campaign success.
- Ensure that results for online activities are regularly logged and produce data analysis to inform communications strategies. Ensure that major activities are being reviewed and learnings captured.
- Ensure that data selections and handling processes are fully compliant with GDPR, so that all personal information is managed securely and in accordance with legal standards.

## **5. Other**

- Monitor and evaluate the success of the organisation's online presence, including reporting to internal meetings and council.
- Handle additional tasks as required to support and advance the objectives of Global Justice Now.

# **Person Specification**

## **Experience**

### **Essential:**

- Experience of running email campaigns for an organisation

- Experience of using social media as a representative of a group or organisation
- Experience of managing an organisation's website

#### Desirable

- Experience of managing online acquisition campaigns, particularly on social media platforms such as Facebook
- Experience of setting up and optimising automated email sequences in an email platform such as Mailchimp
- Experience of managing online services, including working with an external agency
- Experience of managing supporter data from online sources, including data segmentation and compliance with GDPR
- Experience of using Google Ad Grants to generate website traffic

### **Knowledge, Skills & Understanding**

#### Essential:

- Ability to write engaging copy for diverse online audiences, including ability to convey complex messages clearly
- Ability to use an online content management system such as WordPress.
- A solid understanding of website design, navigation, functionality, and accessibility issues
- A good knowledge of the politics that make people poor, of exploitation and oppression, especially in a global context

#### Desirable:

- Ability to edit and proofread others' writing, including good attention to detail
- Familiarity with Impact Stack or similar online engagement platforms
- Ability to use image editing software, for example Canva or Photoshop
- Ability to use video editing software, for example Canva or Premiere Pro

### **Personal Qualities**

#### Essential:

- A strong and demonstrable commitment to Global Justice Now's mission
- Ability to work to tight deadlines, under pressure and to react to changing events
- A commitment to challenging structural oppression

*We understand that this is a long list of qualities that few will fulfil. If you feel that you fill most but not all of them (especially the 'desirable' ones) and are hesitant we would encourage you to apply rather than exclude yourself. You may have experience that others don't and that we*

*value highly. The qualities you don't have could be a development area that might speak to why you want the position.*

## Main conditions of service

### **Location**

This position is based in our London office in Oval, with a minimum two days a week in the office (which can be spread across a four week period). Staff are able to work at home for part of the week if they wish.

### **Salary & Grade**

Based on Global Justice Now's agreed salary scales, the salary for this position is at manager level starting at scale point 11, currently £40,2471pa (pro-rata for 4 days) inclusive of London weighting.

### **Working week**

Four or five days per week. Occasional evening and weekend work will be expected, for which time off in lieu will be granted. Global Justice Now operates a flexi-time system.

### **Annual leave**

26 days per year pro-rata (so 19.5 days during the contracted period), plus bank holidays. In addition the office is normally closed between 25 December and 1 January.

## What we offer

### **Life Change Benefits**

Flexible Working: Our commitment to work-life balance includes flexible working hours and the option for Special Leave to accommodate personal or family needs.

### **Travel Benefits**

Season Ticket Loan: Take advantage of our interest-free Season Ticket Loan to make your commute more affordable.

Cycle to Work Scheme: Join our Cycle to Work Scheme and save on the cost of a new bike while promoting a healthier, more sustainable commute.

### **Health and Well-Being Benefits**

Employee Assistance Programme (EAP): Access confidential support and counselling services through our EAP to help manage work-life challenges.

Eye Care: We provide eye care benefits to help you maintain your vision health, including free on eye exams.