

# Amnesty International UK



<b>JOB TITLE</b>	Digital Engagement Specialist
<b>TEAM</b>	Digital Engagement Team
<b>DEPARTMENT</b>	Supporter Campaigning and Communications
<b>REPORTS TO</b>	Digital Engagement Manager
<b>SCALE</b>	C
<b>HOURS PER WEEK</b>	35

## OVERALL PURPOSE OF THE JOB

The Digital Engagement Team is responsible for communications across all digital channels for Amnesty International in the UK, including wholly owned websites, social media, email and SMS.

Digital Engagement Specialists devise and deliver digital campaigning strategies, driving supporter engagement and maximising opportunities for campaign impact through digital channels – including email, website(s) and social media.

Working closely with the campaigns team, programme directors and communications strategist, the role provides expert advice on digital communications and online mobilisation techniques, producing clear journeys designed to achieve campaign objectives.

With a focus on engagement, this role may work outside of existing campaigns to identify tactical communications opportunities – in line with tools such as the communications focus calendar – and ensure delivery of lively, relevant and up-to-date digital content that communicates the organisation's aims and objectives and informs and engages key audiences.

Digital Engagement Specialists will drive innovation in the team using their knowledge and expertise of digital campaigning to ensure the organisation thinks creatively to engage audiences in its campaigns. They will write and edit material in accordance with Amnesty UK's communications strategy, brand and editorial guidelines, taking responsibility for editorial quality and accuracy and producing imaginative, engaging, accessible and timely content.

This role is also key in the digital decentralisation process — providing CMS training to colleagues in Fundraising, Community Organising and the CEO's Office, and coaching them in best practice for writing for the web.

## **MAIN TASKS**

1. To lead on the development and implementation of digital campaigning strategies and plans — across social media, email, online actions and website(s) — working collaboratively with colleagues across the organisation and within the team to deliver specific campaign objectives, develop campaign messaging and engage supporters in our desire to create change
2. To plan and develop high-quality, user-centred supporter journeys for digital campaigns and tactical/reactive communication opportunities advising on appropriate channels for specific audience engagement.
3. To work with the Digital Engagement Manager in identifying and project managing the development of digital products to support campaigning and wider participation
4. To create, write, edit and source material – including blogs, audio, video, graphics and images – ensuring its suitability for different channels, publishing updates to the site and scheduling email and social media messages according to Amnesty UK's strategic priorities.
5. To assist the Digital Engagement Manager in delivering a decentralisation programme, delivering training to colleagues across the organisation
6. To review and edit content from contributors giving specialist advice and guidance about preparing the material for the digital medium, ensuring content is audience focused, on style and accessible
7. Support the Senior Digital Marketing Specialist in improving SEO of our digital presences and content
8. Monitor trends in social media and applications and make recommendations for continually improving our presence and our effectiveness
9. To keep abreast of international human rights developments, particularly those of public interest in order to help to maintain interesting and relevant digital content for Amnesty UK
10. To liaise with and/or supervise the work of volunteers, freelancers and agencies as appropriate
11. To deliver all aspects of this job description in accordance with AIUK's Equal Opportunities Policy

To undertake any other relevant duties or projects delegated by the line manager, which are in line with the responsibilities of the post. This includes occasionally working unsociable hours to cover events or respond to urgent developments (approximately 12 hours per month)

**PERSON SPECIFICATION**  
**Job Title: Web Editor**

CRITERIA		ESSENTIAL/ DESIRABLE	MEASURED BY
<b>Knowledge/ Qualification</b>			
	Specialist knowledge and understanding of digital campaigning tactics	Essential	Application form/ interview
	Specialist knowledge of digital communications best practice across all channels, including usability and accessibility guidelines	Essential	Application form/ interview
	Knowledge of Amnesty International and Amnesty International UK or a similarly large distributed/networked NGO or membership organisation	Desirable	Application form/ interview
	Good understanding of current and international affairs, especially human rights issues	Desirable	Application form/ interview
	Understanding of laws of copyright, plagiarism, libel and slander with respect to online publishing and technologies	Desirable	Application form/ interview
<b>Experience</b>			
	Demonstrable experience in the field of digital communications, including use of programs and applications, including HTML, FTP, Photoshop, Premiere Pro and Content Management Systems	Essential	Application form/ interview
	Demonstrable experience of engaging new audiences in campaigns on social media	Essential	Application form/ interview
	Demonstrable experience of effective communication skills, verbal and written, with a wide range of recipients, internal and external	Essential	Application form/ interview
	Proven experience of delivering innovative digital campaigns that engage target audiences through effective supporter journeys	Essential	Application form/ interview
	Experience of devising and delivering a cross-channel	Essential	Application form/ interview

	digital campaign		interview
	Demonstrable experience of being innovative and working proactively	Essential	Application form/ interview
	Demonstrable experience of managing digital development projects	Desirable	Application form/ interview
	Demonstrable experience of problem solving	Desirable	Application form/ interview
<b>Skills</b>			
	Ability to assimilate complex information and communicate it clearly across a range of channels	Essential	Application form/ Interview
	Ability to write and edit high-quality, public-facing content for digital channels - including working with images and AV	Essential	Application form/ interview
	Excellent copywriting skills	Essential	Application form/interview
	Ability to deliver training – especially of a technical or editorial nature	Essential	Application form/ interview
	Ability to manage own workload day-to-day, handling different projects simultaneously and working to conflicting deadlines	Essential	Application form/ interview
	Attention to detail	Essential	Application form/ interview
	Ability to work effectively as part of a team and across the organisation & movement to achieve Amnesty UK's strategic objectives	Essential	Application form/ interview
	Ability to advise, influence and guide colleagues in the effective use of digital communications	Desirable	Application form/ interview
	Ability to understand and manage project budgets	Desirable	Application form/ interview
<b>General</b>			
	Ability to handle disturbing material, written and visual.	Essential	Interview
	Ability to occasionally work unsociable hours in response to urgent developments or requests for website/social media updates	Essential	Interview

	Understanding of and commitment to the aims and objectives of Amnesty	Essential	Interview
	Understanding of and commitment to Equal Opportunities	Essential	Interview