



JOB TITLE	Senior Digital Engagement Specialist
TEAM	Communications and Engagement Team
DEPARTMENT	Supporter Campaigning and Communications
REPORTS TO	Digital Engagement Manager
RESPONSIBLE FOR	Two Digital Engagement Specialists, Volunteers
SCALE	5
HOURS PER WEEK	35

PURPOSE OF THE TEAM

The Communications Team leads the strategic thinking around communications at all levels of the organisation. A multi-discipline team it sets and delivers the organisation's vision for digital engagement, audio-visual, communications strategy, design, brand and publishing. Focused on audience centred experiences, it is responsible for delivering against the organisation's strategic engagement targets and enabling other teams to do so too.

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

PURPOSE OF THE JOB

The Senior Digital Engagement Specialist has responsibility for overall development and delivery of digital campaigning strategies driving supporter engagement and maximising opportunities for campaign impact through digital channels – including email, website(s) and social media.

Through line managing the Digital Engagement Specialists, they ensure we deliver communications that help attract, inspire and maintain relationships with supporters and in turn achieve Amnesty International UK's strategic objective to grow.

An expert in their field, they identify tactical communications opportunities and drive innovation in the team using their knowledge and expertise of digital campaigning to ensure the organisation thinks creatively to engage our target audiences in its campaigns and fundraising activity. They are responsible for editorial quality and accuracy and producing imaginative, engaging, accessible and timely content.

MAIN TASKS

1.0 Strategy

- 1.1 Manage the development and delivery of digital campaign strategies and plans across social media, email and our website(s)
- 1.2 Support our strategic objective to grow by identifying/creating opportunities to engage our target audiences with timely and relevant content
- 1.3 Plan and oversee the development of high-quality, user-centred supporter journeys advising on appropriate channels for specific audience engagement
- 1.4 Responsible for oversight of organic financial asks to both non-financial and financial supporters through our social media channels and website(s)
- 1.5 Monitor trends in social media and applications and make recommendations for continually improving our presence and our effectiveness
- 1.6 Working with the Digital Engagement Specialists, deliver outputs to continually retain, test and gain insights from our target audiences
- 1.7 Work closely with the Communication Planner to apply supporter insights to optimise digital supporter experiences
- 1.8 Stay up-to-date with digital industry standards, trends and best practice and investigate new technologies for continuous improvement of the organisation's digital offering

2.0 Operational Management

- 2.1 Oversight of all of the day-to-day activities of the Digital Engagement Specialists including planning and coordinating work
- 2.2 Create, write, edit and source material – including blogs, audio, video graphics and images – for the website and our other digital presences
- 2.3 Oversee the decentralisation programme, ensuring training for colleagues across the organisation
- 2.4 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
- 2.5 Support the Senior Digital Marketing Specialist in improving SEO of our digital presences and content
- 2.6 Provide internal consultancy to Communications & Engagement, Fundraising, and Data Analysis & Insight Teams to develop content and supporter journeys order to achieve the organisations strategic goals

- 2.7 Work with the team to develop and achieve team objectives and plans

3.0 Resource Management

- 3.1 Line manage the Digital Engagement Specialists including regular supervision, setting objectives and overseeing development and training
- 3.2 Foster a supportive culture in the digital engagement team – ensuring collaboration, innovation and respect are embedded in our approach
- 3.3 Ensure quality control by setting standards, mentoring and advising, planning and delivering training programmes and helping assess staff and volunteers and evaluate projects
- 3.4 Manage agencies and third-party suppliers, including contract negotiations and controlling costs, adhering to fair and equal procurement procedures
- 3.5 Manage the health and safety of staff and volunteers for which this post has responsibility, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision

4.0 Other

- 4.1 Take responsibility for their own health, safety and welfare, comply with Amnesty International UK's health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public
- 4.2 Deliver all aspects of this job description in accordance with Amnesty International UK's equality and diversity policy
- 4.3 Undertake any relevant duties or projects delegated by line management which are in line with the overall responsibilities of the post
- 4.4 The role will sometimes be required to work outside normal office hours up to 12 hours a month responding to developments and updates and delivering training

PERSON SPECIFICATION

ESSENTIAL	CRITERIA
Experience	Demonstrable experience of devising and delivering large scale digital campaigning and engagement strategies
	Demonstrable experience of producing impactful content for the different digital channels
	Demonstrable experience of devising and delivering cross channel support experiences
	Demonstrable experience of line management
	Evidence of identifying gaps and opportunities within a supporter experience and identifying innovative digital solutions to generate significant impact and engagement
	Demonstrable experience managing external agencies and suppliers
Skills and Knowledge	Significant knowledge and understanding of digital communications, digital technologies and emergent technologies
	Significant knowledge of online communities, social networking and blogs/user generated content
	Highly developed copywriting and content editing skills
	Significant knowledge of industry standards, best practice and trends in digital communications
	Ability to manage and develop a highly pressurised staff team
	Creativity, ability to innovate
	Ability to provide consultancy and communicate digital communication plans for a wide range of stakeholders

	Excellent analytics skills and ability to produce compelling reporting and evaluation on effectiveness of digital communications and campaigns
	Image editing skills and ability to create engaging graphics and animations to enhance digital communications
	Ability to manage conflicting priorities and meet deadlines
	Ability to assimilate information and to communicate complex facts in a clear and comprehensible way
	Ability to deliver training programmes for internal and external stakeholders on all aspects of digital communications
	Highly developed attention to detail
	Ability to handle disturbing material
Amnesty's aims and objectives	Understanding of, and commitment to, the aims and objectives of Amnesty International
Equal Opportunities	Understanding of, and commitment, to Equality and Diversity

DESIRABLE	CRITERIA
Experience	Experience of using data to design and optimise campaigns
	Experience of managing project budgets
	A proven track record of leading and influencing multiple teams to deliver supporter centric digital campaigns
Knowledge and Skills	Highly developed interpersonal and negotiating skills
	Prince2 or equivalent project management qualification

	Understanding of current and international affairs
	Flexibility, ability to instigate changes
	Basic markup skills, CSS, Photoshop and use of CMS software and FTP