**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-disciplinary team it sets and delivers the organisation’s vision for digital engagement, audio-visual, communications strategy, design, brand and publishing. Focused on supporter centred experiences, it is responsible for delivering against the organisation’s strategic engagement targets and enabling other teams to do so too, whilst helping to achieve human rights change.

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

**PURPOSE OF THE JOB**
The Senior Digital Engagement Specialist works with the Digital Engagement Manager to develop and deliver digital campaigning strategies, driving supporter engagement and maximising opportunities for campaign impact through digital channels – including 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, while also looking to create human rights change.

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**

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Job title: Senior Digital Engagement Specialist  
Last updated: June 2020
1.0 Strategy

1.1 Manage the development and delivery of digital campaigning communications strategies across social media 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 Responsible for testing and optimising website(s) functionality and performance of key non-financial conversion pages

1.6 Monitor trends in social media and applications and make recommendations for continually improving our presence and our effectiveness

1.7 Working with the Digital Engagement Specialists, deliver outputs to continually retain, test and gain insights from our target audiences

1.8 Work closely with the Communication Planner to apply supporter insights to optimise digital supporter experiences

1.9 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 supporting the planning and coordination of 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 positive, 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 and ensuring work is delivered on time and budget

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

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<tr>
<th>ESSENTIAL</th>
<th>CRITERIA</th>
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<tr>
<td><strong>Experience</strong></td>
<td>Demonstrable experience of devising and delivering large scale digital campaigning and engagement strategies both reactively and long term, using data to design and inform the process throughout</td>
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<td>Demonstrable experience of producing impactful content for the different digital channels and for cross channel supporter experiences</td>
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<td>Significant demonstrable experience of line management with the ability to motivate, manage and develop a pressurised staff team</td>
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<td>Evidence of identifying gaps and opportunities within a supporter experience and identifying innovative digital solutions to generate significant impact and engagement</td>
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<td>Demonstrable experience managing external agencies and suppliers</td>
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<td><strong>Skills and Knowledge</strong></td>
<td>Significant knowledge and understanding of digital communications, social networking, blogs/user generated content, digital technologies and emergent technologies including knowledge of industry standards, best practice and trends in digital communications</td>
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<td>Highly developed copywriting and content editing skills as well as knowledge of content writing and page set up for search engine optimisation (SEO)</td>
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<td>Excellent analytics skills and ability to produce compelling reporting and evaluation on effectiveness of digital communications and campaigns using tools like HotJar, Google Analytics and Social Media platforms</td>
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<td>Ability to assimilate information and to communicate complex facts in a clear and comprehensible way, provide consultancy to other teams and stakeholders and communicate digital communication plans across the organisation</td>
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<td>Highly developed ability to plan and time manage in a busy and changing environment with great attention to detail</td>
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<td><strong>Amnesty’s aims and objectives</strong></td>
<td>Understanding of, and commitment to, the aims and objectives of Amnesty International</td>
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<td><strong>Equal Opportunities</strong></td>
<td>Understanding of, and commitment, to Equality and Diversity</td>
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<td>DESIRABLE</td>
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<tr>
<td>Experience</td>
<td>Experience of using data to develop and optimise campaigns</td>
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<td>Experience of working in different project management frameworks (ideally Agile), and effectively managing project budgets</td>
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<td>A proven track record of leading and influencing multiple teams to deliver supporter centric digital campaigns</td>
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<td>Knowledge and Skills</td>
<td>Understanding of current and international affairs</td>
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<td>Flexibility, ability to instigate changes and embrace change</td>
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<td>Image editing skills and ability to create engaging graphics and basic animations to enhance digital communications. Basic markup skills, CSS, Photoshop and use of CMS software and FTP</td>
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