March 2021

Dear Candidate,

Thank you for your interest in the role of Digital Officer.

Anti-Slavery International is the world’s oldest human rights organisation and our vision is freedom from slavery for everyone, everywhere, always.

We believe that modern slavery is a contemporary issue of the highest importance and we are determined to work with others to ensure people can be free from slavery across the world. Over this past year Anti-Slavery International has argued hard that the pandemic has hit the poorest hardest, making more people vulnerable to slavery. Our work has never been more necessary. Our generous supporters, members and partners have meant we have been able to navigate the challenges of the pandemic well.

This is an exciting time for Anti-Slavery International, as we shape our future as a campaigning charity. The Digital Officer will play an essential role helping us to realise our creative vision and deliver campaigns that directly help us to reach our fundraising and policy goals. As well as helping us to improve our communications with our supporters and other stakeholders on social media and through our other digital platforms, the role will help us to generate income to support our life-changing work to tackle the root causes and effects of modern slavery.

We demand, and fully embrace, creativity; we are looking for a seasoned digital campaigns professional who can offer us creative vision, a proven ability to use digital communications to advocate for a cause and/or raise funds, and a tangible commitment to championing our values with a wide range of key audiences. In return we offer you the rare opportunity to help shape the tone and content of a major human rights charity’s most visible communications outputs.

The deadline for applications is 18 April 2021. Interviews will be held in the week of 26 April. If this role sounds like something you might be interested in, we look forward to hearing from you.

Best wishes

Andy Wasley
Communication Manager
About us
Our vision and mission

Our vision is freedom from slavery for everyone, everywhere, always. Our mission:

- We exist to make ending slavery everyone’s concern;
- We are an ally to survivors and people at risk of slavery;
- Together we challenge and change law, policy and practice so everyone, everywhere can be free from slavery.

About us

Founded in 1839, Anti-Slavery International’s heritage spreads back to British abolitionists such as Thomas Clarkson and Joseph Sturge.

Today, we draw on our experience to work to end all forms of slavery and slavery-like practices throughout the world, including forced labour, debt bondage, human trafficking, descent-based slavery, the worst forms of child labour and forced marriage.

Anti-Slavery works to tackle slavery at its root causes – the intersection between poverty, discrimination and the weak rule of law.

Our approach encompasses three key pillars:

- **Partnering with people affected by slavery** and NGOs who support them;
- **Engaging with governments** to ensure the creation and implementation of policy and law which tackle slavery;
- **Working with business** to address slavery in supply chains and influence governments to protect their citizens.
The Future – Our New Strategy

Over the past eighteen months, Anti-Slavery’s Board, Senior Management and Staff, in collaboration with a wide range of stakeholders, have developed a new organisational strategy. The new strategy builds on our history, strengthens our thematic focus and will increase our ability to have impact as a small organisation. Over the next five years we aim to reclaim a campaigning focus (policy, advocacy and public facing campaigns), whilst remaining committed to our vision and mission:

Our strategic priorities over the next five years are:

1. System Change – seeking sustainable, long-term change to the systems that underpin and drive slavery.
2. Survivor Voice – making effective and ethical survivor engagement central to all of our work.
3. Movement Building – continuing to play our part strengthening the global anti-slavery movement.
4. Framing the Issue – create effective ways to present the issue of slavery so that it remains a political priority and an issue the general public care about.
5. Legal Frameworks – Ensuring that international human rights instruments are being used to their full extent to end slavery.

Our Programmatic Operations

Our reach is global; we operate in the UK and overseas.

We work closely with 12 local partner organisations on projects in 11 countries, as well as a project that has impact in all 27 EU member states. We also work in strategic alliance with almost 500 combined members, as well as working in coalitions and partnerships covering the whole world.

With our partners, we can build a world free from slavery. Together, we:

- Investigate and expose current cases and forms of slavery;
- Support victims of slavery in their struggle for freedom;
- Empower individuals and communities vulnerable to slavery to demand respect for their human rights and obtain protection;
- Work with the private sector to identify and address slavery in global supply chains;
- Influence policymakers to take action in support of victims and vulnerable people; and
- Press for effective implementation of laws against slavery.
Finance and Resources

Our London based Finance and Resources Team plays a vital role in supporting the whole organisation. Working within an integrated approach to ensure the financial sustainability of the organisation. This team works together to:

- Develop the financial strategy and plans;
- Ensure that financial reporting, both internal & external is timely and accurate;
- Support the programmes and fundraising teams;
- Develop the IT strategy and plans;
- Ensure we have the appropriate standards of health & safety and data protection;
- Support our people with policies and procedures reflecting best practice; and
- Manage our freehold offices.

Income Generation and Communications

Anti-Slavery has ambitions to grow its impact and in order to do that a new income generation and communications strategy was developed in 2017 to ensure adequate quantity and quality of funds. The team works together to:

- Generate income from a range of voluntary and institutional funding income from a range of sources;
- Work across a range of stakeholders generating major gifts, contracted funds, and voluntary income from members and individual supporters;
- Grow a successful trading income stream which provides consultancy inslavery in supply chains to business in the UK and overseas;
- Build on a well-recognised and digitally well embedded brand; and
- Increase profile in the UK and international media that leads to people taking action in support of ending slavery.
Job Description

Digital Officer

GRADE

B

SALARY

£30,254 - £33,960 per year, full-time

LOCATION

Based in Stockwell, London
Currently home based due to Covid 19 safety measures

DATE

May 2021

CONTEXT

Anti-Slavery International’s strategy commits us to working on four focus themes to drive systemic change and help end slavery for everyone everywhere:

• Child Slavery
• Responsible Business
• Trafficking
• Climate change and slavery

The Digital Officer will help us to shape and maintain digital campaigns that directly support our work on these four themes, by helping us to drive public awareness of the issues, securing public advocacy for our work, and making sure our supporters and donors are engaged with our work in digital communications.

MAIN TASKS

Lead on the growth, development and strengthening of the charity’s digital engagement

• Support the communications manager and individual giving manager with the development of Anti-Slavery International’s digital campaigns, working with external contractors where required, and lead on their delivery;
• Develop and oversee a programme of digital marketing across Anti-Slavery International’s digital platforms, including: social media advertising; fundraising apps, tools and plugins; the Google Grants platform; and Google Ads;
• Work with the individual giving manager to establish a regular pattern of email communications with Anti-Slavery International’s supporters, and develop supporter journeys for new and existing supporters;
• Across all of Anti-Slavery International’s digital platforms, identify and remove friction from every point where members of the public can respond to a call to action, and use A/B testing where appropriate to refine user experience;
• Establish and lead regular digital communications planning meetings, with a focus on continuously improving the charity’s use of its digital platforms;

• Identify short-notice opportunities for Anti-Slavery International to engage its supporters and key change-makers in public lobbying and advocacy campaigns through digital media, so that Anti-Slavery International can react rapidly in the event of a crisis or opportunity;

• Use industry-standard analytics tools to measure the performance of Anti-Slavery International’s digital campaigns across all channels;

• Support the communications manager with occasional non-digital communications tasks when necessary.

Manage the charity’s website
• Working with colleagues across the charity, contribute to a review of Anti-Slavery International’s website and develop proposals for its future development;

• Identify and exploit opportunities to convert web traffic to action, including grassroots advocacy and fundraising;

• Lead on publishing new content on the website, including blogs, recruiting packs, third-party apps and similar content, fundraising campaigns and data capture tools;

• Lead on improving SEO across the website, working with an external consultant where necessary, making sure existing content is optimised and new content is not uploaded unless it is fully search optimised; and

• Develop KPIs to measure Anti-Slavery International’s website’s performance.

Manage and develop Anti-Slavery International’s social media channels
• Oversee all of Anti-Slavery International’s social media channels;

• Develop strategies to grow the reach, engagement and audience size of all of Anti-Slavery International’s social media channels, but initially with a particular focus on Facebook and Instagram;

• Develop audience profiles for Anti-Slavery International’s social media channels and adapt content, tone of voice and other variables to meet audiences’ needs and expectations;

• Identify and exploit short-notice opportunities to use social media to champion Anti-Slavery International’s campaigning objectives and acquire new donors;

• Respond, in a timely way, to queries, complaints and safeguarding concerns raised through Anti-Slavery International’s social media channels; and

• Propose and develop creative content to support social media campaigning using Adobe Cloud software and other tools.
Support income growth

- Work with the communications manager and fundraising managers to generate new ideas, tactics, digital products and content to attract donors and supporters through digital channels;
- To be responsible, with the individual giving manager, for meeting the charity’s digital fundraising target (£80,000 in 2021-22); and
- Manage Anti-Slavery International’s online shop.
PERSON SPECIFICATION

Essential

- At least three years’ experience managing a suite of digital platforms for a charity, brand or campaigning organisation, including provable experience leading successful supporter engagement campaigns on Instagram and Facebook.
- Provable experience of having designed and delivered digital acquisition campaigns.
- Impeccable written English.
- Working understanding of good user experience principles, and experience in improving UX on websites and through supporter journeys.
- A proven grasp of good design principles and the ability to use creative software to create simple but high-impact graphics for social media.
- Experience championing conformity with an organisation’s visual brand guidelines.
- A provable working understanding of SEO, preferably using Yoast.

Desirable

- Experience using WordPress to manage a large website.
- Experience using Adobe Creative Cloud apps to make creative assets for social media.
- Experience commissioning photographers, illustrators and other creatives to make content for social media.
- Experience using Google Grants, Google Ads, Facebook Ads and Instagram Promotions.
- Experience using Instagram as a fundraising or advocacy platform.

Summary Terms and Conditions

- The position is based in Anti-Slavery’s office in Stockwell, London or from home during the UK-wide lockdown;
- Annual leave entitlement is 30 days (on a pro rota basis initially) including 3 days which must be taken between Christmas and New Year;
- There may be a requirement for some out of hours work for which time in lieu is given;
- Anti-Slavery International pays 6% into our recognised contribution pension with TPT Retirement Solutions with a mandatory employee contribution of 2%;
- Probationary period – four months;
- Unison is the recognised trade union.
How to apply

This pack includes a job description, person specification and other background information. If you would like more information, please visit our website: http://www.antislavery.org/

If you wish to apply for this position, please e-mail the following documents to jobs@antislavery.org, using the reference ‘Digital Officer – SURNAME’ in the subject line:

- Your CV;
- A **supporting statement** setting out why you want the role, and explaining how your skills and experience support your application, taking care to show how you match the person specification;
- A **PDF or web portfolio** demonstrating your experience in leading on digital communications for a charity, brand or campaigning organisation.

Candidates must have the right to work in the UK; please confirm in your covering letter if you have the right to work in the UK.

Please send your documents to us **before midnight on 18 April**. Interviews will be held on Zoom on **26 April; this date cannot be changed**.

Please also complete the equal opportunities monitoring form at the end of this document; return to Harpreet Garcha, Anti-Slavery International, Freepost, RTHR–BCGJ–RALS, Unit 4, The Stableyard, Broomgrove Road, London SW9 9TL.

*We regret that it will not be possible for us to reply to candidates who have not been shortlisted for interview.*

*Candidates must have the right to work in the UK.*
We particularly welcome applications from survivors of modern slavery, people of colour and other racial minority communities, trans, non-binary and/or older people (aged 50+).

Anti-Slavery International has a zero-tolerance policy on bribery and corruption, recognising that bribery is contrary to fundamental values of integrity, transparency and accountability and undermines organisational effectiveness.

Anti-Slavery International is committed to safeguarding all children and adults that our staff and representatives encounter virtually and in-person. As such, candidates are required to commit to and uphold our organisational safeguarding principles, practice and procedures. These organisational policies include but are not limited to, the Code of Conduct policy and Safeguarding policy. Anti-Slavery International strictly maintains a zero-tolerance policy towards bullying, harassment, sexual exploitation or abuse, of any form, perpetrated by any representative of the organisation.

The purpose of this Code of Conduct is:

- To ensure high standards of staff behaviour and integrity
- To safeguard the welfare of Anti-Slavery International staff, interns and volunteers, and of external stakeholders with whom Anti-Slavery International works or comes into contact
- To protect Anti-Slavery International’s reputation and interests

This role may require a DBS check for traveling to projects where there is access to vulnerable groups.

In accepting appointment, you undertake to regulate your conduct in line with the requirements of this code and to undergo any background checks that may be legitimately required.

As an organisation assessing applicants’ suitability for positions which are included in the Rehabilitation of Offenders Act 1974 (Exceptions) Order using criminal record checks processed through the Disclosure and Barring Service (DBS), Anti-Slavery International complies fully with the Code of Practice and undertakes to treat all applicants for positions fairly. Anti-Slavery International undertakes not to discriminate unfairly against any subject of a criminal record check on the basis of a conviction or other information revealed.
Equality and diversity monitoring form

Anti-Slavery International wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

We need your help and co-operation to enable it to do this but filling in this form is voluntary. The information you provide will stay confidential and be stored securely and limited to only some staff in the organisation’s Human Resources section.

Please return the completed form to return to Harpreet Garcha, Anti-Slavery International, Freepost, RTHR–BCGJ–RALS, Unit 4, The Stableyard, Broomgrove Road, London SW9 9TL.

Month/ Year:

Position applied for:

Gender

Man □ Woman □ Non-binary □ Prefer not to say

If you prefer to use your own term, please specify here

Are you married or in a civil partnership?

Yes □ No □ Prefer not to say □

Age

16-24 □ 25-29 □ 30-34 □ 35-39 □ 40-44 □ 45-49 □
50-54 □ 55-59 □ 60-64 □ 65+ □ Prefer not to say □

Your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

White

English □ Welsh □ Scottish □ Northern Irish □ Irish British □ Gypsy or Irish □
Traveller Prefer not to say
Any other white background, please write in:

Mixed/multiple ethnic groups

White and Black Caribbean □ White and Black African □ White and Asian □ Prefer not to say □
Any other mixed background, please write in:

Asian/Asian British

Indian □ Pakistani □ Bangladeshi □ Chinese □ Prefer not to say □
Any other Asian background, please write in:

Black/ African/ Caribbean/ Black British

African □ Caribbean □ Prefer not to say □
Any other Black/African/Caribbean background, please write in:

Other ethnic group

Arab □ Prefer not to say □ Any other ethnic group, please write in:
Do you consider yourself to have a disability or health condition?
Yes ☐  No ☐  Prefer not to say ☐

What is the effect or impact of your disability or health condition on your ability to give your best at work? Please write in here:

The information in this form is for monitoring purposes only. If you believe you need a ‘reasonable adjustment’, then please discuss this with your manager, or the manager running the recruitment process if you are a job applicant.

What is your sexual orientation?
Heterosexual ☐  Gay woman/lesbian ☐  Gay man ☐  Bisexual ☐
Prefer not to say ☐  If you prefer to use your own term, please specify here

What is your religion or belief?
No religion or belief ☐  Buddhist ☐  Christian ☐  Hindu ☐  Jewish ☐
Muslim ☐  Sikh ☐  Prefer not to say ☐
If other religion or belief, please write in: