



Recruitment Pack

Digital Mobilisation Officer

**May 2023**

**Dear Candidate,**

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

Anti-Slavery International is the world's oldest human rights organisation. 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 make sure people can be free from slavery across the world.

The deadline for applications is 25 May 2023.

Best wishes

**Jessica Turner**  
**Communications Manager**

## Job Description

### Digital Mobilisation Officer

GRADE	Grade B1-B4
SALARY	£33,499- £36,577 per year
CONTRACT TYPE	Permanent
HOURS	35 hours per week
LOCATION	Based in Stockwell, London
DATE	04/05/23

## CONTEXT

Our 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

We aim to do this by making slavery everyone's concern, and by growing a digital community of people who understand the issue and who are pushing for freedom for everyone. You can read more about us and how we work in the 'About Us' document [on our recruiting webpage](#).

The Digital Mobilisation Officer is a key role within the growing fundraising and communications team.

The role will be central to the design and delivery of digital campaigns that inspire and mobilise the public to take the (time, money, voice) actions needed to scale our impact and grow our support from the public to bring an end to slavery.

This role will be critical in driving the digital activity that delivers on this vision.

## MAIN TASKS

### Drive Anti-Slavery International's digital mobilisation and engagement strategy

- Under the guidance of the Communications Manager and Individual Giving Manager, lead the development and delivery of Anti-Slavery International's digital communications, mobilisation, and fundraising campaigns to meet

agreed targets. Work with and manage external contractors where required;

- Create and deliver content across email, website and social media channels that considerably increases engagement and mobilisation opportunities, attracting donors and supporters through digital channels;
- Identify short-notice opportunities to use digital media to engage and inspire supporters and other key change-makers in public lobbying and advocacy campaigns; and
- Lead our analytics work, using Google Analytics 4, in-app tools and customised dashboards to measure and improve the performance of digital content and campaigns across all channels;

### **Mobilise and generate new audiences through email engagement**

- Drive Anti-Slavery International's email programme: managing the email calendar and drafting and sending high-quality, response-focused mobilisation emails to supporters. Continually review and optimise content to improve engagement, grow our audiences and heighten donations;
- Lead a regular email editorial meeting with relevant communications, fundraising and programme colleagues dedicated to planning email outputs, spotting opportunities and reflecting on successes and learnings;
- Develop and deliver landing pages to accompany emails and drive response, with clear calls to action, e.g., embedding petitions and donations;
- Build email campaigns in our email CRM, ensuring the user has a frictionless experience. Develop email supporter journeys for new and existing supporters to deepen engagement and support; and
- Coordinate content so that email campaigns deliver for social media and the website and vice versa.

### **Drive engagement through Anti-Slavery International's social media channels**

- Manage content calendar and plan and schedule content across all platforms to mobilise and engage audiences. Engage in weekly planning meetings to coordinate with fundraising and communications colleagues.
- Develop strategies to grow the reach, engagement and audience size of all of Anti-Slavery International's social media channels e.g. Facebook, Instagram, LinkedIn and Twitter;

- Use Facebook Business Manager to run paid social campaigns across multiple audiences and create, post and analyse organic content, boosted posts and lead generation campaigns;
- Identify and exploit short-notice opportunities to use social media to champion Anti-Slavery International's campaigning objectives and acquire new supporters;
- Lead on "social listening," feeding back to others in the organisation on relevant news and online trends relating to Anti-Slavery International's subject area. Maintain a good understanding of the news cycle relating to human rights and modern slavery;
- With the Communications manager, develop, refresh and maintain ASI's social media policy; and
- Respond to questions, queries, and complaints through Anti-Slavery International's social media channels.

#### **Drive engagement through Anti-Slavery International's website**

- Measure Anti-Slavery International's website's performance and use analytics and insights, working with colleagues to drive action and engagement across the website;
- Identify and exploit opportunities to convert web traffic to action, including grassroots advocacy and fundraising;
- Work with colleagues to improve SEO across the website, making sure new content is fully search optimised; and
- Contribute to a blog pipeline with colleagues that intersects with email and social media communications, delegating where needed.

#### **General tasks**

- Work closely with other members of the team to ensure we have a strong pipeline of high-quality, ethically sourced stories, images, news and other content that delivers for fundraising and advocacy goals;
- Identify and brief communications, programmatic colleagues and partners on the need for content tailored for digital mobilisation e.g., content planning with partner organisations ahead of key events and travel opportunities;
- Maintain a good understanding of Anti-Slavery International programmatic work, attending cross-team meetings and proactively seeking out opportunities relating to digital promotion;
- Lead on internal reporting and updates to ensure good organisational

understanding and buy-in of our digital engagement strategy and to demonstrate the impact of our digital programme; and

- Support the communications manager with occasional additional communications tasks when necessary.

# PERSON SPECIFICATION

## Essential

- At least three years' experience of working in a target-driven campaigning, fundraising or digital marketing role, or equivalent.
- Experience of developing and delivering mobilisation campaigns using a range of sources, including email and social media.
- Experience of project management including managing external consultants and suppliers.
- Proven experience of meeting fundraising targets from a variety of sources including email and social media.
- Demonstrable ability to write high-quality compelling copy, aimed at different audiences and eliciting donations. Good track record of email writing.
- Experience of delivering engaging email content through Dotdigital, MailChimp or equivalent.
- Experience of delivering engaging social media content through Facebook, Instagram and Twitter.
- Working understanding of good user experience principles, and experience in improving UX on websites and through supporter journeys.
- Proficiency in MS Outlook, Word and Excel and Google Workspace.
- Excellent written English.
- Interest in human rights, worker's rights, social justice and global issues.

## Desirable

- Experience using WordPress.
- Experience of Google Analytics.
- Experience using CRM databases such as Raisers Edge.
- Proven track record of writing and delivering emails for specific campaign objectives.
- Experience using Google Grants, Google Ads, Facebook Ads and Instagram Promotions.
- 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 using Adobe Creative Cloud apps to make creative assets for social media.
- Experience developing video content in Premiere Pro.
- Experience commissioning photographers, illustrators and other creatives to make content for social media.

## Personal attributes

- Excellent interpersonal and team working skills.
- Able to communicate with a wide range of people.
- Highly organised, able to work to tight deadlines and on multiple projects.
- Positive self-starter, keen to find better ways to deliver tasks and objectives.
- Able to balance creativity with the use of data and analytics to drive campaigns.
- Open and communicative, keen to help others achieve their objectives.
- Calm and positive under pressure.
- Strong attention to detail and commitment to quality.

## Summary Terms and Conditions

- The position is based in Anti-Slavery International's office in Stockwell, London but we are open to flexible working with at least one day per week in the office.
- Annual leave entitlement is 30 days (on a pro rata basis initially) including 3 days that 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.
- We pay 6% into our recognised contribution pension with TPT Retirement Solutions, with a mandatory employee contribution of 2%.
- The role is subject to a probationary period of six months.
- We offer a range of employee benefits including an employee assistance programme and cycle to work scheme.
- 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: [www.antislavery.org](http://www.antislavery.org)

If you wish to apply for this position, please email a CV along with a supporting statement, setting out why you want this role and explaining how your skills and experience support your application. Candidates must have the right to work in the UK. Please confirm in your cover letter if you have the right to work in the UK.

Please submit your application to [jobs@antislavery.org](mailto:jobs@antislavery.org) using the reference **Digital Mobilisation Officer** in the subject line **before midnight on 25 May 2023**.

Please also complete the equal opportunities monitoring form [at this link](#). The form is anonymous and responses will be handled in strict confidence.

Interviews will be held on 1<sup>st</sup> and 2<sup>nd</sup> June either at our office in Stockwell or via Teams.

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

**The successful candidate must by the start of his/her employment have permission to work in the UK.**

We particularly welcome and encourage applications from survivors of modern slavery, Black and Asian candidates and those from a diverse ethnic background, and disabled, LGBT and non-binary candidates.

We have 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.

We are committed to safeguarding the 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. We maintain a strict 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 guarantee high standards of staff behaviour and integrity
- To safeguard our staff's, interns' and volunteers' welfare and that of external stakeholders with whom we work or come into contact
- To protect our 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 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), we comply fully with the Code of Practice and undertake to treat all applicants for positions fairly. We undertake not to discriminate unfairly against any subject of a criminal record check on the basis of a conviction or other information revealed.**



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[antislavery.org](http://antislavery.org)