

Digital Advocacy Manager

Feb 2023

Role Overview

This role is responsible for growing The Elders digital advocacy engagement with our target audiences of decision makers, policy makers and civil society organisations around the world. It oversees our social media content and growth (primarily Twitter, but other platforms too), and leads the analysis of our digital performance. It plays a central role in understanding the behaviour of our international digital audiences, maximising online political and advocacy opportunities and delivering high-quality digital impact on The Elders programme objectives,

Reporting to the Director of Communications and working closely with colleagues in the communications and programmes teams, the post-holder will bring exceptional experience of digital advocacy tools and techniques in an international context, as well as an understanding of how to plan and build impactful digital engagement with audiences in multiple countries on complex and politically sensitive issues.

Main Duties and Responsibilities:

- Contribute to, and support colleagues in, regular digital content creation and delivery
- Schedule, coordinate and produce proactive and reactive content for public advocacy and political engagement
- Work with communications and programmes colleagues to identify and exploit digital engagement opportunities that deliver on our programme objectives
- Develop and deliver strategies for building relationships with external partners to amplify our advocacy messaging across third-party social media channels.
- Develop and deliver strategies for paid social media (primarily Twitter) and website SEO to grow engagement with our target audiences
- Work with the Communications Officer to keep our Instagram channel and our website fresh and engaging, advising on best practices and analytics for reach, growth and engagement
- Manage growth and engagement across all our other social media channels ensuring timely, relevant and platform-appropriate messaging and content
- Manage and develop our social media monitoring tools to identify, understand, grow and report on our target audiences in multiple countries

- Report digital growth and engagement activity within the team and to the wider organisation, advising colleagues on improvements
- Contribute to the production of high-quality multi-media content for use on our channels and those of our partners
- Stay ahead of technical and social media trends and work with them team to apply across our channels as appropriate.

Person Specification

- At least 7 years demonstrable experience of using social media tools and tactics for advocacy, activism and political engagement
- Demonstrable experience of successfully using paid and earned social media for channel growth and amplification
- Demonstrable experience of digital insight analysis and social media listening/monitoring
- Understanding of and experience in delivering digital advocacy for audiences in multiple countries
- Ability to project manage, multi-task and set priorities, and to work under pressure.
- A strong personal commitment to the mission and values of The Elders.
- A flexible style and willingness to work in a small, collaborative team.

Working at The Elders

This role can be based with our team in London, UK, or elsewhere if desired. We would particularly welcome suitably qualified and experienced candidates based in Africa and Asia. You must be in possession of the right to work in the country you wish to work from. If you join in London then the following working practices will apply; if you are based elsewhere, working practices will be discussed and agreed before an offer is made, and will include some international travel to meet and work with the rest of the team.

We operate a hybrid working policy, with a high degree of flexibility for staff. We ask London staff to attend the office based on need, not a daily or monthly quota of days. We believe there are certain activities that are best conducted in person and also hold monthly “in days” when the whole London team comes together. Additionally, some roles involve international travel, the timing of which is usually decided by Elders’ commitments. Aside from these obligations, staff are free to choose the balance between working remotely and working in the office that suits them best. We are based close to Green Park station in London, in a newly refurbished office.

In addition to a competitive salary we offer the following benefits:

- Private pension scheme with 10% employer contributions
- Optional private medical and dental insurance
- Group life assurance equivalent to 5 x annual salary
- 25 days of paid annual leave (with 3 of these days on stipulated dates between the Christmas/New Year holidays) plus all UK bank holidays and public holidays
- Enhanced parental leave
- Working from home allowance

The Application Process

The Elders is committed to creating an inclusive working environment that values diversity and equal opportunities. We welcome and encourage applicants of any ethnicity, religion, age, gender or gender identity, sexual orientation or disability. Given the Elders' global outlook, we particularly welcome applicants originally from countries in the Global South. As we are not able to sponsor visas, all applicants must have the right to work in the country where the role they are applying for is based. We will assess purely on your abilities and fit for a role. We are happy to discuss any adjustments you need to ensure a fair recruitment process and to enable you to be successful in your role if selected.