



CEASE Digital Content Officer Job Description

Job title: Digital Content Officer

Hours of work: Two days (16 hours) per week

Pay: £30,000 pro-rata

Department: Communications

Reporting to: Head of Communications

Location: Home working with occasional travel to London

Duration: Permanent

About CEASE

CEASE (the Centre to End All Sexual Exploitation) is a national human rights charity.

Our mission is to expose and dismantle the cultural and commercial forces driving all forms of sexual exploitation in the UK. Sexual exploitation does not occur in a vacuum, and only by addressing the wider context can we hope for real, lasting change.

As a charity, we join the dots between our hypersexualised, objectifying, pornified culture and public attitudes and behaviours towards sex:

- We demonstrate how the mass consumption of online pornography depicting the humiliation, violation and degradation of women and children has real-world consequences.
- We shine a light on the widespread exploitation and harm caused by commercial sex industries that undermine our human rights.

We are neither a religious nor an ideologically driven charity but seek to bring together a broad alliance of groups from many backgrounds around a common stance. CEASE's work is based on peer reviewed research and survivors' accounts; it takes the form of advocacy, awareness-raising campaigns, events, lobbying and other strategic actions.

Our stance at a glance

- Pornography is a 'public health crisis' of the digital age.
- The pornography industry is exploitative and unregulated.

- Prostitution is fundamentally exploitative.
- Victims and survivors of sexual exploitation should have the full support of the law to rebuild their lives.
- Human trafficking and prostitution are intrinsically linked.
- The commercial sex industry puts children at risk of sexual abuse and exploitation,
- Hypersexualisation in media and wider culture is an underlying driver of child sexual abuse and exploitation.

If you agree with our views on sexual exploitation, please apply for this role.

Job duties

Communication and relationships:

- Support the communications and policy and public affairs departments by creating and uploading engaging copy and multimedia assets for digital channels including social media, websites and email.
- Support CEASE in the delivery of meetings and events.
- Develop relationships with key individuals to support the development and delivery of impactful digital content.
- Maintain a log of changes made to the website and oversee the content review process.
- Support the Head of Communications as needed.

Analysis and judgement:

- Use own judgement, based on knowledge and experience, to suggest solutions to digital communications problems.
- Report on the performance of:
 - Content across digital channels
 - Website traffic
 - Email campaigns
- Analyse data to draw insights that provide optimisation opportunities.

Planning and organisation:

- Organise the pre-planned digital communications in line with an annual content calendar so that content is meaningful, timely, relevant and actionable.
- Plan your own workload efficiently to ensure timescales of competing projects are met, adjusting plans when necessary, with little input from managers.

Emotional impact:

- Manage your response to challenging and distressing themes and content when working on certain topics about pornography, prostitution and trafficking.

Please note: There is no expectation that this post holder will be expected to view distressing images but the reading of distressing case studies and research may be required. There are internal strategies in place to support employees' wellbeing and mental health.

Knowledge and experience:

Essential:

- A relevant degree or equivalent experience.
- Knowledge of social media channels, their main audiences, and the unspoken 'rules' associated with each channel including Meta, X, Tik Tok, YouTube, LinkedIn and Snapchat.
- Practical experience of:
 - Using design platforms like Canva, Adobe, InDesign or others.
 - Creating and posting digital content for different social media channels, websites and email.
 - Designing simple printed assets like flyers and leaflets.
 - Monitoring and moderating social media channels and website feedback.
 - Creating target lists and growing audiences across social media channels.
 - Implementing social media strategies.
- Practical experience of:
 - Managing CMS including WordPress and others.
 - Maintaining websites.
 - Google Analytics or similar for SEO.
- Ensure all content produced aligns to the CEASE brand guidelines, is appropriate in tone and style, and is accessible.

Desirable:

- Developing websites.
- Implementing social media advertising.

About you

- Passionate about ending sexual exploitation in all its forms and seeing a world free from sexual exploitation.
- Strong belief in CEASE's mission, vision and values.
- Strong social and interpersonal skills, ability to work as part of a team.
- Ability to take initiative, create opportunities and work independently.
- Ability to prioritise, plan and manage your own time to meet tight deadlines and schedules.
- Excellent writing and communication skills.

Working conditions

- The post holder will undertake day to day work at home.
- Two days can be worked flexibly at line manager's discretion.
- A laptop and other necessary equipment will be provided but it is the post holder's responsibility to ensure their WiFi is adequate for working.
- There is a requirement for occasional travel to organisational away days, usually in London, and ad hoc events. Expenses will be paid for travel and accommodation, and time off in lieu is offered where applicable.
- CEASE operates the NEST pension scheme.
- 25 days annual leave + bank holidays and birthday leave pro-rata.

Applications

Please send an up to date CV and covering letter (maximum two pages) to recruitment@cease.org.uk by 5pm on Wednesday 5th June 2024 with the subject line 'Digital Content Officer application'

The covering letter should outline how your skills, knowledge, and experience, alongside your personal character, values and beliefs, make you an ideal candidate. Please also include the contact details of two references. We will not contact the references without your permission.

Interviews will take place the week commencing 8th July 2024.

If you have any questions about the role, please email Jo Black, Head of Communications, at jo.black@cease.org.uk.