



Job Description and Person Specification

Job title:	Digital Acquisition Officer
Reports to:	Head of Digital and Mass Engagement
Salary:	£40,964 full-time, plus up to 5% employee matched pension contribution
Date call released:	23 April 2024
Deadline for applications:	19 May 2024
Start date:	ASAP
Duration:	Full-time, fixed term 18 month contract with the possibility of extension

About Reprieve

Reprieve is a UK charity founded in 1999. Reprieve uses strategic interventions to end the use of the death penalty globally, and to end extreme human rights abuses carried out in the name of “counterterrorism” or “national security”.

Reprieve works with the most disenfranchised people in society, as it is in their cases that human rights are most swiftly jettisoned and the rule of law is cast aside. Thus, Reprieve promotes and protects the rights of those facing the death penalty and those who are the victims of extreme human rights abuses carried out in the name of “counterterrorism” or “national security”, with a focus on arbitrary detention, torture, and extrajudicial executions.

Reprieve’s main office is in Aldgate, London, UK. Reprieve also supports full-time Fellows, who work as lawyers, investigators and campaigners in the countries in which we work. We work closely with a number of partner organisations in jurisdictions all over the world, who provide access to clients, expertise, knowledge and guidance on specific issues or regions. We work in cooperation with relevant government officials, individual lawyers and human rights defenders, as well as individual, corporate and foundation funders to further the cause of our shared goals.

Reprieve works in close partnership with its independent sibling organisation Reprieve US. This collaboration is mutually beneficial to both Reprieve and Reprieve US as it enables each organisation to work more effectively and take advantage of the strategic locations to increase the impact of our work.

About the Role:

The Digital Acquisition Officer is a key member of the Mass Engagement team and part of the wider Development team. The Mass Engagement team exists to raise awareness of Reprieve’s work, shift public opinion and to inspire support. Your role will be to engage members of the public, grow the Reprieve’s community and help establish our supporter base.

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It is an exciting time for our team, as we launch their first mass engagement strategy to promote the long-term growth of the programme. Digital fundraising boomed between 2020 and 2021 but has faced challenges in 2022 and 2023. As we launch our new strategy, we are looking for a creative and enthusiastic individual, keen to try new things and learn through testing, excited about communicating Reprieve's work to our supporters and inspiring them to donate.

You will be key to the acquisition of new supporters, leading on developing and managing lead generation across our platforms, building paid for and organic content, and developing new and innovative ways to engage supporters with the support of the Head of Digital and Mass Engagement.

As a small team we have a collaborative and "all hands on deck" approach, ready to step in and support each other. This means at times you will support on our retention and stewardship work, as well as helping the wider Development Team when needed.

You will share our commitment to fighting racism and advancing racial justice, as well as help craft comms that can take supporters with us on this work whilst ensuring we do this in a way that does not compound racist structures/

Responsibilities

Working closely with the Head of Digital and Mass Engagement, Supporter Engagement Officer and the Data and Insight officer, the Digital Acquisition Officer will:

- Manage and deliver Reprieve's acquisition strategy:
 - Stay up to date with sector trends utilising learnings to improve our campaigns.
 - Look for opportunities for testing and diversification of channels.
 - Use audience insight and analysis to improve communications and supporter experience.
 - Ensure that the acquisition strategy supports and delivers the overarching goals of the Mass Engagement Strategy.
 - Present results of your analysis and propose alternative strategies that improve reach, engagement and fundraising.

- Manage Reprieve's lead gen campaigns:
 - Manage Reprieve's Facebook Business Manager platform
 - Lead on developing and managing multi-channel lead generation campaigns to grow our base.
 - Deliver SEO campaigns and content plans.
 - Analyse and optimise Reprieve's website traffic (SEO).
 - Create journeys and strategies to maximise donor conversion.
 - Create regular reports to show performance against KPIs.
 - Manage relationships with third party providers engaged to support on acquisition work.

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- Liaise with key internal stakeholder to ensure comms are in line with organisational messaging and goals, working dynamically to keep content in line with feedback.
- Create and deliver a calendar of content for Reprieve's website and social channels:
 - Communicate the stories of Reprieve's clients across multiple platforms to raise awareness of their cases.
 - Work collaboratively across all teams, build expertise on the different areas of Reprieve's work and to spot opportunities to share impact and achievements with wider public.
 - Write supporter-facing social media and website content to generate public engagement on our platforms.
 - Coordinate with key stakeholders to get sign off on Reprieve's social media and website content.
 - Design ad hoc supporter-focused content (e.g. social media graphics) using InDesign, Photoshop and/or Illustrator (ad hoc)
 - Edit supporter-focused video content using Premier Pro and/or After Effects.
 - Analyse the performance of content published over social media and website, with regular reporting as agreed with manager.
- General and organisational:
 - Develop an understanding across Reprieve of best practice to ensure content delivered across different platforms in line with guidelines.
 - Report against your goals to your manager
 - Support the Mass Engagement Team and Supporter Engagement Officer to write and build emails as part of Reprieve's email programme as and when needed.
 - Support the wider team to respond to supporter queries via phone, email and social media within agreed SLAs.
 - Keep abreast of changes, trends and regulations within the digital and charity sectors to scope opportunities to test, diversify and improve the mass engagement programme.
 - Work with the wider team to streamline processes and build in agile ways of working.
 - Be an active member of the wider Development team, contributing to meetings, mucking in with tasks and working closely with other members of the team.
 - Building relationships cross-organisationally to stay on top of Reprieve's different areas of work, our impact and key achievements to build campaign around and to spot opportunities.

Key Contacts

The Digital Acquisition Officer will work closely with the wider development team, the Media Team, the Operations Team, as well as working cross-organisationally with the different casework teams to scope engaging content for supporters.

Team/Line Management



- Reporting to the Head of Digital and Mass Engagement, the Digital Acquisition Officer work in the Mass Engagement Team alongside the Supporter Engagement Officer and Data and Insight Officer. The Mass Engagement team, sits within the wider Development team, helping Reprieve reach its wider fundraising goals.

Length and Salary

This is a full-time, fixed term 18-month contract based in our London office. There is a possibility of extension depending on funding. The annual salary is £40,964 per annum less any required deductions for income tax and national insurance.

Reprieve works across a number of jurisdictions; as such, this is a role that may require work outside of core office hours from time to time.

Reprieve operates a hybrid working model and we require staff to work a minimum of 2 days a week from the London office and the rest of the week from home. Your presence is important during core hours, whether remotely or in the office.

Reprieve is proud to have an open and transparent pay structure. It is governed by a 2:1 pay ratio between the highest paid member of staff and the lowest paid member of staff. We are a flexible employer and offer a range of nonfinancial benefits to employees. We welcome applications from a range of backgrounds. You can learn more about Reprieve's salary structure and ethos here: <https://reprieve.org/uk/our-governance/our-pay-structure/>

Applicants must have the current right to work in the UK, which will be checked prior to interview. Reprieve is an equal opportunity employer and we particularly welcome applicants from Black and minority ethnic communities, members of the LGBTQI community, and those with disabilities.

Reprieve is committed to fighting racism and advancing racial justice, both in our work and within Reprieve. For more information please see our Equality, Diversity and Inclusion Statement here: <https://reprieve.org/uk/equality-diversity-inclusion/>

To apply:

Please complete the application form on our website and send as a word document to applications@reprieve.org.uk by the deadline above. Please ensure the subject line "Digital Acquisition Officer- your name" is used. Please also indicate where you saw the post advertised in your email.

Applicants should note that CVs, cover letters and other documents cannot be considered.



Person Specification

CRITERIA	Essential	Desirable
A genuine interest in human rights and a commitment to Reprieve's goals	✓	
Current right to live and work in the UK	✓	
Demonstrable experience working in digital marketing or fundraising	✓	
Brilliant organiser – of yourself and others	✓	
Expertise and passion for digital fundraising	✓	
Excellent and demonstrable copywriting, communication and editing skills	✓	
Experience developing and managing lead generation campaigns using Facebook Ads	✓	
Experience coordinating content for varied audiences across Twitter, Facebook, Instagram and LinkedIn	✓	
Substantial experience creating audience specific content	✓	
Proven ability to generate and test new ideas, building results into ongoing campaigns	✓	
Experience creating content in-house on a small budget	✓	
Experience analysing data to inform decision-making and articulating decisions to others	✓	
Experience working in a fast-paced organisation, multitasking and prioritising a heavy workload	✓	
Experience working within a team, including familiarity with sign-off processes	✓	
Communication skills supporting cross-organisational working relationships, being proactive to find out information and spot opportunities	✓	
Knowledge of the digital landscape and proven ability to stay abreast of and implement best practice	✓	
A working knowledge of the General Data Protection Regulations (GDPR)	✓	
Experience using Engaging Networks for campaigning and fundraising		✓
Experience campaigning and/or fundraising online in		✓

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the United States		
Experience working with payment gateways like Stripe, PayPal and RSM2000		✓
Experience working with external partners and consultants		✓
A good understanding of online user experience and knowing what data to use to improve it		✓
Experience with WordPress		✓
Understanding of testing and optimisation		✓
Ability to use Adobe design and editing software including Adobe InDesign, Photoshop, Illustrator and After Effects		✓
Knowledge of HTML, CSS and/or JavaScript		✓