

Digital Officer - Job Description

- **Salary:** £29,720 – 34,180 per annum at 1.0 FTE (or pro rata equivalent if part-time).
- **Working pattern:** Full-time (37.5 hrs per week at 1.0 FTE) or part-time at 0.8 – 1.0 FTE. Flexible working requests will be considered.
- **Contract:** Permanent with a 6 month probationary period
- **Team:** Campaigns Team (50%) and Fundraising Team (50%)
- **Location:** This role can be office-based or hybrid. Team meetings take place in-person from the London office every Thursday and availability to attend some ad hoc events and meetings around London is required too.
- **Reporting to:** Digital Mobilisation Manager

Safe Passage International (SPI) is recruiting a **Digital Officer** to coordinate key areas of our digital campaigning and fundraising work. It is an exciting time to join SPI, offering the right candidate the opportunity to drive our social media efforts and influence various facets of our digital work. As we amplify the call for routes to safety and expand our supporter base, the Digital Officer will play a pivotal part in supporting the development and delivery of strategic fundraising initiatives and shaping our new digital mobilisation strategy.

Reporting to the Digital Mobilisation Manager (DMM) and working across both the fundraising and campaigns teams, you will help develop and deliver an engaging, data-driven content strategy for our social media, using both paid and organic methods to raise SPI's profile and engage supporters. You'll also create impactful content for other digital channels, such as email and website, and collaborate with Safe Passage's Expert by Experience Consultants, Young Leaders, teams in the UK, France and Greece, and other international projects.

We are looking for candidates who share our hunger for a fairer system for refugees, as well as a genuine passion for social media and online activism. Prior digital experience is welcome, but this could also be your first paid position in the charity sector, or you could be returning to work after time out.

The successful candidate will be encouraged to develop and hone their skills in line with the roles' requirements. This position will have a dedicated training budget, and you will be supported to grow and develop within the role.

We value equality and diversity in our organisation and are striving to build a workforce reflective of the communities we work with. We welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith, or disability. People with refugee or asylum-seeking backgrounds are experts by experience and are particularly encouraged to apply.

As a refugee charity, we offer a guaranteed interview for people with direct lived experience of seeking asylum who meet most of the essential criteria outlined in the Person Specification. If you have first-hand experience of applying for asylum in any country, please let us know in your application. We respect that people's identity is not defined by their past experiences and do not expect candidates to describe their lived experience during the interview process unless they wish to.

If you are excited by this role and working at Safe Passage but do not have all the experience you think is needed, we would encourage you to apply anyway and reach out for an informal chat beforehand to discuss why you would like to apply for the role and what skills or experiences you think are relevant.

If you would like an informal chat about the role and your experiences, please contact Axelle, our Digital Mobilisation Manager at axelle@safepassage.org.uk

Key responsibilities:

- Coordinate and enhance our social media presence across platforms such as Facebook, Instagram, Twitter and LinkedIn.
- Coordinate content creation, producing engaging visuals, videos, and compelling copy to captivate and mobilise our audience and ensuring our social media calendar maximises reach and impact in line with SPI's strategic goals – including driving donations as well as campaign actions from our supporters.
- Work with the DMM to promote anti-racism through our social media.
- Stay abreast of current affairs, conducting market research to identify trends and engagement opportunities.
- Proactively develop and implement innovative approaches to connect with our supporters and wider digital audiences, supporting the DMM.
- Produce high-quality and engaging written materials for a range of digital initiatives, including blogs, emails, and campaign toolkits.
- Collaborate with team members to curate relevant information for content creation, such as updates on our legal casework, testimonies from clients or success stories from our community fundraisers or campaigners.
- Analyse and report on digital marketing metrics to refine SPI's content strategy.
- Maintain consistency in brand identity and tone of voice across all social media channels.
- Coordinate paid ads, including Meta and Google ads, collaborating with external specialists and undergoing necessary training.
- Liaise with external suppliers, such as videographers, photographers, and printers.
- Deepen engagement with SPI's supporters by responding to social media and email correspondence.
- Organise and maintain digital content on the organisation's online drive.

Be an effective, active member of the organisation:

- Adhere to Safe Passage Safeguarding policies and procedures at all times.
- Contribute to SPI's Monitoring, Evaluation, Accountability and Learning framework as required.
- Ensure all actions undertaken comply with the current General Data Protection Regulations
- Maintain strict confidentiality at all times.
- Participate in regular team meetings and check-ins with the Fundraising team, the Campaigns team and the Digital Mobilisation Manager.
- Prioritise and manage own workload well, using initiative and problem-solving skills to manage competing demands.
- Support wider team activities, including participating in organisation wide strategy and meetings where appropriate; attending Safe Passage events; covering for absent/busy colleague.

Person Specification

Essential skills and abilities:

We would expect candidates to meet most of the criteria listed below. We have indicated if this will be tested during the application or during the interview.

1.	Demonstrable passion for digital campaigning and social media.	Application Q2, Interview
2.	Experience of producing engaging social media content for a range of platforms.	Application Q2, Interview
3.	Good interpersonal skills and ability to communicate clearly and efficiently with a diverse range of people.	Application Q4, Interview

4.	Good writing skills with the ability to distil complex information into engaging copy.	Application Q3, Interview
5.	Creative thinker, with a good eye for design and messaging.	Application Q3, Interview
6.	IT/digital proficiency, which could include experience of graphic design tools (e.g. Adobe Suite, Canva), some knowledge of Content Management System (e.g. SquareSpace, WordPress) and a willingness to further develop skills.	Application Q2, Interview
7.	Strong attention to detail.	Interview
8.	Strong time management skills, and ability to be reactive and produce work to a tight deadlines.	Interview
9.	A commitment to Safe Passage International's mission and values.	Application Q1, Interview

Desired skills and abilities:

These are the 'nice to haves' – you may reference this experience in your application too.

- **Lived experience of seeking asylum.**
- **Advanced knowledge of social media analytics.**
- **Experience working on impactful campaigning and/or fundraising initiatives**
- **Experience setting up and maintaining social media paid ads (especially Meta) and/or Google ads.**
- **Proficiency in high-quality video production.**
- **Understanding of how digital channels (social media, website and email) work together to mobilise people to support campaigning and fundraising goals.**
- **Fluency in French, Greek or any language of refugee communities including Arabic, Dari, Pashto, Somali, Tigrinya, Urdu, Ukrainian.**

Other requirements:

- A commitment to Safe Passage's programme and values.
- A strong commitment to and understanding of anti-racist practices and values.
- You must already have the full right to work in the UK as Safe Passage is unfortunately unable to sponsor work visas.
- A basic level DBS or criminal record check is required for this role but a criminal record is not necessarily a barrier to working at Safe Passage. Safe Passage is committed to ensuring safer recruitment practices and participates in the [Inter-Agency Misconduct Disclosure Scheme](#). We request consent from successful candidates to approach each of their employers from the last five years to ask for a Statement of Conduct. All job offers at Safe Passage are made subject to receipt of satisfactory references and Statements of Conduct.
- In line with this Scheme, we will request information from job applicants' previous employers about any findings of sexual exploitation, sexual abuse and/or sexual harassment during employment, or incidents under investigation when the applicant left employment. By submitting an application, the job applicant confirms his/her understanding of these recruitment procedures.

How do I apply?

To apply, please visit our How to Apply Guide [here](#)

Closing date: Sunday 7th April at 11.59 pm