

Social Media Manager

Application pack
March 2026



**Global
Witness**



Valued.

Environmental activists hold signs against the reclamation of Manila Bay, in Quezon City, Metro Manila, Philippines, August 2022. Basilio Sepe

Welcome

This is a really exciting time to join Global Witness as our first ever Social Media Manager. We're on the verge of launching our new organisational strategy, which is designed to make us much more impactful and agile in the face of an increasingly volatile political and media landscape.

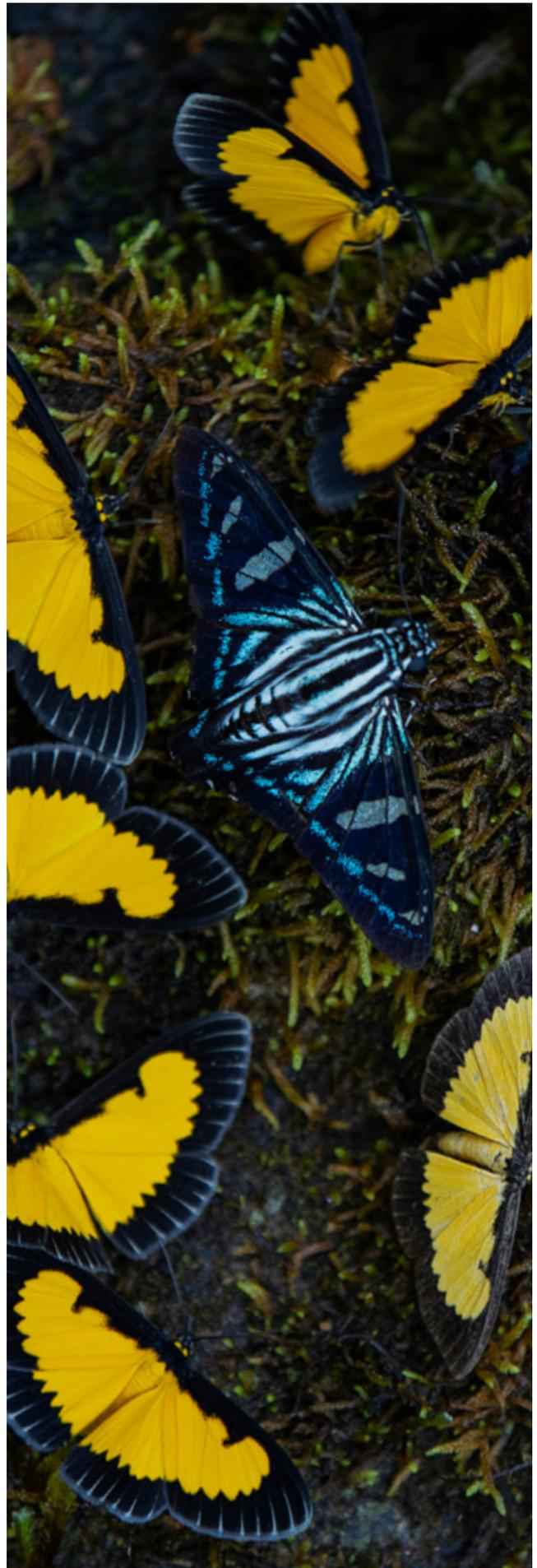
As part of this, we've reconfigured our structure and teams, and are about to start developing new ways of working and processes both across the organisation and within the Communications team.

The Social Media Manager will play a central role in shaping how the organisation thinks about and uses social media. You will be encouraged to be innovative, creative and experimental in trying new approaches and tactics, so we're looking for someone with a real passion for our issues who sees the potential to use social to make real change.

Ariel Haber, Interim Head of Communications



Photo showing intact forest and biodiversity in Acre state, Brazil, November 2020. Lalo de Almeida/Panos/Global Witness



About us

We are an independent, global organisation of investigators and campaigners using cutting edge investigative methods. We shine a light on the financial and political systems that enable corporate abuses of power that harm people and planet.

Our history

For over 30 years, Global Witness has pioneered an approach that merges bold investigations with determined campaigning to secure better protections for people and our planet.

We've gone undercover to unmask the violence and secretive deals that underpin the "blood diamond" industry. Our data-driven analysis has tracked the flow of commodities across the globe. And we've sought out powerful testimonies that tell the story of environmental harm and repression first-hand.

With three decades of campaigning for a fair and just planet under our belt, we reframed our focus in 2020 to address humanity's greatest challenge: the climate crisis.



With the perpetrators of attacks on defenders rarely punished in Mexico, activists like Isela Gonzalez Diaz, the Chairperson of Alianza Sierra Madre, find their work restricted by the threat of attacks. Thom Pierce | Guardian | Global Witness | UN Environment

Global Witness now

As the climate emergency has accelerated over the decades, our work has gained new focus. Our sights are now set on the overlap between today's greatest existential threat, the climate crisis, and people – exposing those whose own interests are helping to worsen the climate emergency, and the communities who keep standing up to them, no matter the cost.

We work with the people who are directly impacted to ensure they are protected from threats when speaking out and included in climate decision-making as the world transitions to clean energy.

We have shared the stories of Indigenous Peoples and land environmental defenders, whose livelihoods have been irreparably shaken by agribusiness, mining and extreme weather events aggravated by fossil fuel emissions and we're campaigning for those same voices to be granted a seat at the table in key national and international decision-making spaces.

As part of the Kick Big Polluters Out coalition, we are using pioneering data-driven techniques to count the fossil fuel lobbyists flooding climate COP summits every year.

We're tracing how money continues to flow into destructive industries, be it western banks' investments that fund deforestation or convoluted shipping routes that keep Russian oil profits in play despite UN sanctions. We're lending our voice to calls for a just energy transition, lobbying hard to secure strong protections for the environment and communities that are impacted by critical mineral mining – an essential industry for the green energy transition, but one that must not be allowed to repeat historic harms.

And we're monitoring the growing scourge of climate disinformation, while calling for digital platforms to enshrine an online space that serves democracy.

In everything we do, we remain committed to challenging the power imbalances at the heart of the climate crisis.

How we work

We have just under 90 staff, and offices in London, Washington D.C. and Brussels, and we have a presence in South America and Asia too.

Aerial image of Mu village, Pomio District, East New Britain Province
Global Witness

Our values

Empowering

Amplifying, solidarity, care

Fearless

Truth, honesty, risk

Rigorous

Standards, accountability, learning

Relentless

Focus, impact, persistence

Our cultural priorities

Adaptive intelligence

This is about being open about how we do things, continually learning and adapting as we need to in a more agile way.

Disciplined focus

This is about making sure we are doing the right things for communities, partners and people.

Collective impact

This is about being focussed on the impact we have and working together to achieve it, as one team.



Ramón gives a tour of the land in Columbia that his family owns, showing the diversity of flora that has been taken over by palm oil plantations. Thom Pierce | Guardian | Global Witness | UN Environment

Job description

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| Job title: | Social Media Manager |
| Reports to: | Digital Lead |
| Location: | London |

Role Purpose

The Social Media Manager is responsible for all aspects of Global Witness’s social media presence, including day-to-day channel management, content creation, paid social campaigns and influencer/creator engagement. You will work with colleagues from within the Communications team and across the whole organisation to ensure our social media content contributes to our awareness, advocacy and income goals, while remaining aligned with our brand and values. You’ll also lead on reporting and optimisation, using data to inform content decisions, and stay on top of digital trends to help Global Witness make smart choices about which platforms and opportunities to prioritise over time. This is a highly collaborative role requiring creativity, strategic thinking and excellent communication skills.

Key Responsibilities

Social media strategy and management

- Develop and execute Global Witness’s organic social media strategy across all platforms.
- Lead daily content planning, posting and community management to maintain a consistent, engaging, and on-brand presence.
- Collaborate with teams to produce timely, audience-focused content that amplifies our investigations, advocacy and storytelling.

Content production and scheduling

- Create engaging social-first content including graphics, copy, video clips and reels.
- Maintain and develop the social media content calendar, ensuring alignment with campaign timelines, organisational priorities and supporter journeys.
- Ensure that all content conforms to accessibility, tone of voice and visual guidelines.

Key responsibilities (continued)

Influencer and creator engagement

- Identify and build relationships with relevant digital influencers and content creators who align with Global Witness's mission.
- Lead on outreach, relationship management and collaboration opportunities with influencers to expand our reach and engagement.
- Track and evaluate influencer engagement efforts for effectiveness and alignment with brand values.
- Manage all legal and reputational risks associated with partnering with influencers and creators, working closely with Legal.

Paid social campaigns

- Plan and deliver paid social media campaigns in support of campaigning and fundraising goals, including creative development, targeting, implementation and reporting.
- Work with Fundraising colleagues to continually test, evaluate and optimise content and targeting to increase supporter acquisition.

Reporting, insights and innovation

- Lead on social media analytics and reporting, providing regular insights into performance, audience trends and content effectiveness.
- Use insights to optimise content and inform strategic decisions across platforms.
- Stay informed on emerging digital trends, platform changes and user behaviour, and offer recommendations as to when to pivot or prioritise new channels or tactics.

Ways of working and collaborating

- Work proactively to support the organisation in meeting its purpose, strategy, and priorities.
- Works in line with the Global Witness values in all interactions internally and externally.
- Work collaboratively and positively across the team and whole organisation contributing to cross organisation projects, key events, and initiatives.
- Responds to challenges, explores new ideas and takes initiative in all aspects of teamwork.
- Builds and maintains positive relationships with diverse range of external allies and partners.
- Demonstrates an active commitment to creating a diverse and inclusive workplace.
- Works within Global Witness policies and procedures at all times, including confidentiality, source protection and security, legal and contractual requirements, and general office procedures.



Kayapó community on the banks of the river in Baú territory, Pará, Brazil. Karina Iliescu / Global Witness

Person specification

Essential

- Substantial experience managing organisational social media accounts across multiple platforms, including content creation, scheduling and community management.
- Proven ability to produce compelling, audience-first content tailored to different social channels and formats.
- Experience managing paid social campaigns, including targeting, testing and evaluation — ideally for fundraising or supporter acquisition purposes.
- Strong copywriting and editing skills, with the ability to simplify complex issues and craft messages for digital audiences.
- Excellent understanding of social media analytics, tools and reporting, with experience using insights to drive content performance.
- Experience in working with digital influencers and managing outreach and relationships.
- Strong organisational skills and ability to manage multiple priorities and deadlines.

Desirable

- Experience working in a campaigning, advocacy or non-profit environment.
- Familiarity with digital tools such as Hootsuite, Meta Ads Manager, Canva or Adobe Creative Suite.
- Understanding of ethical considerations in digital engagement, including brand safety, accessibility, and responsible influencer partnerships.
- Interest in and understanding of environmental and climate issues.

Terms of appointment

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| Salary: | £54,685 |
| Contract: | Permanent, full time. Flexible working will be considered. |
| Location: | We operate a hybrid working model which requires at least 2 days in our office based in Bethnal Green, London. |
| Annual leave: | 25 days a year and 8 public holidays pro-rated for if you work part time or compressed hours. |
| Pension: | We make an employer contribution of 7% and you contribute 1%, but you can increase your contribution. |
| Additional: | <ul style="list-style-type: none">• We are currently in a shorter working week pilot, where everyone works 30 hours Monday to Thursday with Friday off, with no impact on full time salary. This will be reviewed in May 2026.• Gender neutral parent leave with 6 months paid leave after 12 months service.• We have a union recognition agreement with Unite, meaning that Unite is the officially recognised union for UK based staff.• Bike to work scheme.• Eye tests.• Season ticket loan.• Family friendly policies.• We provide Private Healthcare |

How to apply

Valued Recruitment is working exclusively with Global Witness to recruit for their growing team. We are an ethical recruitment company, intent on hiring inclusively and transparently.

The closing date for this role is Tuesday 14th April but we are open to interviewing candidates on a rolling basis.

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. Please send this to anna@valued-recruitment.co.uk

Accessibility is incredibly important to us here at Valued Recruitment and at Global Witness. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

**We look forward
to receiving your
application.**

