Brave Movement Digital Communications Officer

Are you passionate about using social media to create positive change? Fluent in gifs and memes? Obsessed with short-form videos? Skilled at increasing engagement rates? If so, we want to hear from you!

The Brave Movement seeks a dynamic Digital Communications Officer for a 5-month maternity cover to manage social media and digital communications. Applications from freelance specialists for consultancies covering the required period are welcome.

The Brave Movement is a global movement of survivors and allies, campaigning to end childhood sexual violence. We launched in early 2022 and are growing fast with members and partners in all regions of the world. The Brave Movement was initiated, and is hosted by, Together for Girls, a global partnership to end violence against children and adolescents.

Position Overview

The Digital Communications Officer will be part of the Brave Movement Action Team.

This role leads the expansion of the Brave Movement's digital communications and campaigning, focusing in particular on content creation, social media management, engagement and strategy and website maintenance, as well as growing digital partnerships with key allies and influencers.

This is a five month temporary remote position from the start of September 2023 - start of February 2024, reporting directly to the Brave Director of Communications.

Location is flexible but applicants must be eligible to apply for visas to travel to/around Europe or already be able to do so.

Responsibilities and Duties

- Conceptualize & develop creative, compelling and culturally appropriate digital content
- Measurably boost Brave Movement global campaign and membership outreach initiatives
- Regularly collect and disseminate relevant analytics to key stakeholders for strategic review & impact analysis
- Manage content across all social media platforms and the website, paying particular focus to growing audience via quality social media interactions and engagement and enhancing SEO website performance
- Working closely with Communications Director, monitor execution of agreed digital communications strategy,
- Draft & disseminate Brave Movement e-newsletter, optimizing open-rates, campaign messaging & audience reach
Populate and manage overarching digital communications content calendar alongside key team members & schedule content across all platforms in line with the calendar

React to urgent and/or unforeseen communications needs with a focus on digital spaces, ensuring risks are mitigated and opportunities are identified in real time

**Essential Knowledge, Skills and Experience:**

- At least 3 years experience developing and running digital campaigns ideally as part of a civil society coalition
- Knowledge of key social media trends relevant to issue-based campaigning;
- Exceptional creative design and editing skills, particularly in production of audio-visual social media content (creating reels, videos, shorts)
- Self-starter with strong project management skills, a passion for campaigning and the ability to work in a complex, fast-paced environment with a remotely-located team
- Demonstrable experience managing a diversity of social media channels, using WordPress, MailChimp, Canva / InDesign (or similar), social media video editing software; and workspace management such as proficiency in using Google Office Suite
- Strong interpersonal skills and willingness to work in a highly collaborative campaign coalition environment
- Committed to upholding Brave Movement and Together for Girls’ values.
- Verbal and written fluency in English; other language skills highly desirable
- Experience of working with survivors is an advantage

**Background**

Sexual violence against children and adolescents is one of the largest silent pandemics of our time. It is a problem that festers in homes, online, and in communities in every country around the world.

The Brave Movement demands an end to the pandemic of sexual violence through advocacy for bold public policy solutions combined with public campaigns to shift societal norms, eradicate survivor stigma and break the conspiracy of silence that enables sexual violence to continue. We are mobilizing survivors and allies that are globally connected, nationally coordinated, and locally grounded. Our approach is structured across prevention, healing, and justice

**Location & Ways of Working**

This position is a five month full-time position that can be based in the UK, US (east coast), Switzerland or Kenya. Freelance candidates based elsewhere will also be considered on a consultancy basis.

Applicants must have work authorization and appropriate visas, if needed, for their preferred location. **We are not able to support visa applications.**
This is a remote position with the expectation for some travel to attend in-person meetings and events.

**Compensation**

This role offers a competitive salary adjusted to the cost of labor in the city where the candidate resides. Final salary within this location adjusted range will also be determined by the candidate’s qualifications and years and type of experience.

For example, the annual salary for the position for a candidate based in

- Manchester, UK GBP 3,500 - 4,360 per month
- Geneva, Switzerland CHF 5,370 - CHF 6,590 per month;
- Nairobi, Kenya Ksh 379,000 - Ksh 479,000 per month

The Brave Movements and Together for Girls offer competitive pay, paid leave, and comprehensive health insurance. Specific benefits vary by country.

Applicants applying as consultants should include rate requirements in their cover letter.

**Culture and Values**

Together for Girls and the Brave Movement create a courageous, inclusive, and flexible culture that empowers our staff to have the capacity and ability to deliver change. We strive to build and maintain psychological safety, trust, and accountability among team members in order to foster honesty and openness about our needs and challenges while also prioritizing self-care.

**Application Information**

To apply, please submit a CV, brief cover letter, and digital content portfolio to careers@togetherforgirls.org at your earliest opportunity and not later than 15 August 2023 with the subject line “Brave Digital Communications Officer Application_LAST NAME.” Applications will be reviewed on a rolling basis until the position is filled.

*Together for Girls, Inc. is an equal opportunity employer and committed to maintaining an inclusive and diverse working environment free from discrimination and harassment. Qualified applicants from all backgrounds are encouraged to apply and will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, disability status, protected veteran status, or any other characteristic protected by law.*

*Together for Girls, Inc. is a registered 501(c)(3) non-profit organization in the U.S.*