



for human rights
& social change

Digital Communications Manager

IMiX - the migration communications hub

14 May 2018

Immigration is one of the key debates within UK politics and the media and is regularly cited as a top three issue by the public. IMiX is working to ensure that debate includes voices from migrants and those who support them.

IMiX was created to support the refugee and migration sector to shift public attitudes on migration and create an open and welcoming Britain for people who make the UK their home. We do this by using innovative communications techniques and supporting campaigning for change within our partner organisations.

We are looking for a Communications Manager with significant experience of digital to join our team and transform not just our digital communications but across the refugee and migration sector.

Core to the role is capacity building others, so we are looking for someone who really understands the importance of collaboration, and is a natural communicator as well as a digital expert. If you appreciate audience insight, the importance of value-based messaging, why story telling matters and have a strong understanding of the role of digital in changing attitudes we'd love to hear from you.

Our team is small, but effective; we like to take risks and try new things but also appreciate some of the old school approaches to securing change.

IMiX is housed at Global Dialogue, a registered charity (1122052) promoting human rights and social change through innovative and collaborative philanthropy.

Job Description

Champion digital engagement within the refugee and migration sector and support partners to improve their digital approaches

Develop and manage a digital strategy for IMiX, including websites, online marketing, online engagement, social networks, video, SMS and various internet projects, all geared towards achieving greater visibility.

Responsibilities will include:

- Implement and develop a digital engagement strategy, including search engine optimisation across all our on-line content
- Generate awareness of IMiX and migration and refugee protection issues and drive traffic to digital activities through online marketing and communications
- Continually improve websites to provide trusted, interesting, informative and personalised online content which is up to date, and work with internal contributors to make sure their content reflects this
- Evaluate and communicate statistics and results on our digital offer
- Support sector organisations to improve their content strategies and supporter journeys
- Keep abreast of development in the digital arena, identify new digital opportunities

Personal Specification

Knowledge

- Knowledge and understanding of the charity sector
- Understanding of or empathy with the refugee and migration sector
- Up-to-date knowledge of and genuine interest in content strategy, user experience principles/design techniques and emerging digital trends

Skills

- Excellent coaching skills
- Ability to maintain positive relationships
- exceptional communication, collaboration, influencing and problem-solving skills
- Excellent planning and organisational skills with ability to negotiate and manage multiple priorities

Experience

- Producing and publishing optimised, accessible website content for a range of audiences
- Using content management systems and data analytics packages
- Using data and research to shape decisions and improve outcomes
- Working on digital projects using an agile methodology

Terms and Conditions

- Salary: £34,000 per annum
- Working hours: full-time (35 hours a week excluding lunchbreaks)
- Start date: asap
- Holidays: 25 days per annum plus UK public holidays
- Pension: Global Dialogue contributes 3% to its workplace pension scheme
- Length of initial contract: two years, renewable if further funding becomes available
- Location: Southwark, London

Application Instructions

The closing date for applications is 17:00 GMT on Monday 4th June 2018. Interviews will be held in London during the week of 11th June 2018.

To apply please submit a maximum two-page CV and a short cover letter (maximum 2 sides A4) explaining how you meet the person specification to info@global-dialogue.eu

Please use the following subject line: "Communications Manager: Last name, first name". The filename of your CV should be "LastnameFirstname_CV" and that of your cover letter should be "LastnameFirstname_Cover".

Please note that due to the large number of applications we expect to receive we will only be able to contact short-listed candidates and cannot offer feedback on unsuccessful applications.

Thank you for your interest in working for IMiX / Global Dialogue. We look forward to hearing from you.