



Digital Communications Manager (Maternity cover)

The organisation

Immigration is one of the key debates within UK politics and the media. IMIX is working to ensure that debate includes voices from migrants and those who support them. We work alongside 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 offer training and support to partners across the UK as well as working with journalists to place stories about refugee protection, asylum support and general migration issues.

The person

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, 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.

We are working hard on our diversity and are particularly keen to hear from people with lived experience of the UK immigration system.

The successful candidate must have the right to work in the UK.

Job Description

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

Develop and manage a digital strategy for IMIX, including websites, online marketing, online engagement, social networks, video, all geared towards increasing the voice of people with lived experience and changing the narrative on migration.

Responsibilities will include:

- Implement our 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 through coaching and training
- Keep abreast of development in the digital arena, identify new digital opportunities

- Curating and championing stories of experts by experience

Personal Specification

Knowledge

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

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
- A good eye for a story and the ability to craft complex narratives into accessible online content
- Strong editorial skills
- Video editing or graphic design would be a bonus

Experience

- Producing and publishing optimised, accessible website and social media content for a range of audiences
- Using content management systems and data analytics packages
- Using data and research to shape decisions and improve outcomes

Terms and Conditions

- Salary: £34,000 per annum pro rata
- Working hours: part-time (21 hours a week)
- Start date: 12 July 2021
- Holidays: 28 days per annum pro rata plus UK public holidays
- IMIX offers a workplace pension
- Length of contract: 10 months
- Location: Home based with some meetings at our offices in London

Application Instructions

The closing date for applications is 26 May at 5pm. Interviews will be held by Zoom or in London during the week of 14 June.

To apply please submit a maximum two-page CV and a short cover letter via the Charity Job site.

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. We look forward to hearing from you.