

VACANCY

Digital Communications Senior Officer / Manager

Work percentage: 80%

Based in: Geneva, Switzerland

Reports to: Communications Director

Preferred start date: 1 March 2024 or ASAP thereafter

Application deadline: Sunday 4 February 2024

The International Service for Human Rights (ISHR) is an independent, non-profit organisation with offices in Geneva and New York. This position offers a unique opportunity to contribute to our work supporting human rights defenders, strengthening human rights systems, building and leading human rights coalitions, and responding to significant and systemic human rights concerns.

The position

The position is based in ISHR's office in Geneva, Switzerland. Under the supervision of the Communications Director, the position holder plays a key role in developing and implementing ISHR's global social media strategy, in achieving ISHR's campaign and advocacy objectives, and in strengthening ISHR's Contact Relationship Management system and other digital tools.

The position holder will work very closely with all members of the Communications and Campaigns teams, as well as with the broader global ISHR team, in particular with the Programme staff. The position holder will be an active member of the ISHR Artificial Intelligence Working Group, the Digital Security Working Group, as well as one of ISHR's Strategic Priority Clusters.

Key responsibilities

- **Social media:**
 - Develop and update ISHR's social media strategy for all channels, including X (Twitter), Facebook, Instagram, Youtube and LinkedIn, ensuring alignment with ISHR's strategy, priorities and values.
 - Propose, draft and coordinate social media tactics and plans for milestone communications efforts, campaigns and key moments/events.
 - Draft and edit engaging social media copy in line with ISHR's editorial guidelines, narrative principles and tone of voice.

- Create visual content (including graphics, videos, reels and GIFs) in line with ISHR branding and visual guidelines.
 - Develop an editorial calendar and facilitate ongoing content planning, using Hootsuite.
 - Community management: post latest ISHR updates, partners' campaigns etc. Monitor and foster engagement, handle comments.
 - Broaden ISHR's audience base and drive traffic and engagement.
 - Monitor and analyse web traffic metrics, setting targets, measuring content success and incorporating learnings.
- **Videography:**
 - Produce ISHR's series of "[Defender stories](#)": continuously improve the format and concept, identify potential participants, arrange interviews, film, edit and publish.
 - Create or edit other videos as required.
- **ISHR's digital channels and tools:**
 - Assist in managing ISHR's website and contribute to improving its usability and relevance for target audiences.
 - Research and analyse new digital tools and technologies for digital communications to enhance ISHR's efficiency and effectiveness, implement technology updates.
- **Contact Relationship Management (CRM) system:**
 - Manage the maintenance and administration of the system: user creation, troubleshooting, documentation for CRM processes and workflows.
 - Lead the development of improvements with ISHR's agency.
- **Communications support:**
 - Ensure the online delivery, live streaming and photography coverage of ISHR events.
 - Proofread English public-facing key materials, support copywriting and translations.
- **Capacity building:**
 - Share knowledge to enhance digital communications expertise within ISHR, on subjects such as effective use of social media, effective narratives and visuals, writing for the web, use of communications platforms including the CRM, etc.

Qualifications, experience and qualities

Essential

- A passion for communicating human rights or social justice stories effectively and for using social media to achieve progressive social justice or human rights change.
- University degree or diploma in digital marketing or communication, multimedia or related fields.
- Minimum 5 years of relevant professional experience.
- Native or near-native English speaker with excellent drafting and editing skills, with full oral and written proficiency in at least one additional UN language a significant advantage (French and/or Spanish preferred).
- Strong command of the Microsoft, Google and Adobe suites, video editing software, Wordpress; and demonstrated ability to learn how to operate new software quickly.

- Experience with social media planning and analytics tools such as Hootsuite.
- Proven project management and organisational skills. Ability to multi-task and work independently to meet tight deadlines.
- Excellent communication and people skills. Able to work as a member of an international, agile and diverse organisation.

Desirable

- Experience working for an NGO and/or on human rights and social change thematics.
- Experience using CiviCRM or another customer relationship management system.
- Experience with Paid Social Media and social media fundraising tools.
- Photography skills.
- Ability to use social listening tools such as SentiOne and analyse emerging data.
- Experience working on campaigns and the online dissemination of messages to maximise mobilisation.
- Experience with user-centered approaches and the creation of user journeys.
- Sustained interest in artificial intelligence.
- **Swiss Work Permit or EU/EFTA national.**

Salary

The monthly salary is within the range of CHF 6400-6800 (for a full-time role - will be pro-rated for an 80% occupation rate) depending on qualifications and experience.

Equal opportunity

ISHR is firmly committed to having a diverse team and to the principle of equal employment opportunity. ISHR's policy is to practice fair and non-discriminatory recruitment and selection procedures and strive for international and multicultural personnel.

Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, national origin, age, religion, disability status, sexual orientation, gender identity and expression or sex characteristics, pregnancy, national origin, genetic information, protected veteran status, or any other characteristic protected by law. We particularly welcome applications from under-represented groups, including women, persons of colour, LGBTIQ+ candidates, persons with disabilities and other groups.

Applications

Please submit your application by filling out [this form](#) and attaching a cover letter, a CV (no profile picture please) and examples of your previous social media and digital communications work. ISHR will review these products only for the purpose of this recruitment and will not use them for any other purpose.

In their cover letter, candidates should demonstrate their commitment to human rights and social change.

Incomplete applications will not be considered. **Only short-listed candidates will be contacted.**

Privacy policy

All applications will be handled in accordance with ISHR's [Privacy Policy](#).