



Digital Communications Specialist Position Description

Job Summary

The Clooney Foundation for Justice (CFJ), an international non-governmental organization (NGO) that advocates for justice through accountability for human rights abuses around the world, seeks a Digital Communications Specialist. Someone experienced in the social media/digital world will be a critical addition to our dynamic team during this exciting time of organizational growth. The ideal candidate will have outstanding written communication skills and be creative, self-motivated, and able to work well under pressure. They will support the development of our social media/digital communications strategy, launch new social media accounts, and lead digital branding efforts for CFJ. They will be steeped in the latest social media/digital practices and technologies and will monitor search engine optimization (SEO) and user engagement. They will keep the CFJ website up-to-date and produce textual and visual content for digital and other CFJ external communications. They will support impactful advocacy campaigns and raise awareness of CFJ and its initiatives, TrialWatch and The Docket, and coordinate with the communications team at The Sentry, a CFJ strategic partner.

TrialWatch is a CFJ initiative that monitors criminal trials and advocates for victims of injustice around the world. TrialWatch focuses on judicial proceedings against those who are most vulnerable: journalists, women, the LGBTQ community, minorities, and human rights defenders. TrialWatch recruits monitors who complete our UN-approved online training program and uses a customized app developed with Microsoft to record their observations. Using this data, a legal expert grades the trial and writes a “Fairness Report” examining the extent to which the trial complied with international legal standards. When an injustice occurs, we conduct or fund legal advocacy in domestic, regional, or international forums. Once we have gathered enough data, we will create a Global Justice Ranking that we will use to press for systemic reform.

The Docket pursues accountability for individual and corporate perpetrators and enablers of genocide, crimes against humanity, and other international crimes and supports survivors in their efforts to obtain justice. In collaboration with diverse partners, this initiative combines multi-disciplinary investigations, legal action, and advocacy to bring the perpetrators to justice, obtain redress for survivors, and achieve long-lasting systemic change.

Responsibilities

Reporting to the Senior Media Relations Manager and working in close coordination with the Senior Management Team (SMT):

- Design and execute CFJ's social media strategy and digital communications strategy
- Launch CFJ on relevant and impactful social media platforms and build CFJ's social media following
- Lead the digital component of CFJ's advocacy efforts, including through awareness-raising regarding particular issues/cases and broader campaigns
- Create and maintain a regular publishing schedule to promote CFJ's content through social media channels
- Manage the content of CFJ's website, including management of search engine optimization (SEO) content to generate inbound traffic
- Lead all email outreach efforts and drive content creation for digital marketing campaigns
- Create and edit content for social media/digital and other CFJ external communications, ensuring quality, accuracy, and a consistent voice
- Coordinate with CFJ team members and experts to ensure accurate and appropriate messaging in social media and all digital communications
- Coordinate with the communications team at The Sentry, a strategic partner of CFJ,
- Communicate closely with external designers to produce compelling imagery, videos, and other mixed-media content for social media/digital and other CFJ external communications
- Interact and build relationships with industry professionals and influencers via social media to raise awareness of CFJ's work
- Monitor CFJ's digital user engagement, develop and evaluate performance metrics, measure the success of each social media campaign, and suggest content optimization
- Coordinate with the communications team at The Sentry, a strategic partner of CFJ
- Stay up-to-date with the latest social media best practices and technologies
- Track social media activity and sentiment related to CFJ, its initiatives, and topics and issues relevant to CFJ's core work
- Keep a pulse on news cycles and trends to ensure CFJ is targeting the optimal digital markets
- Prepare communications-related templates for use by CFJ personnel in coordination with external graphic designers
- Perform other duties as assigned

Required Qualifications

- 3-5+ years as a social media specialist/officer or similar role
- Extensive knowledge and experience with Facebook, Twitter, Instagram, YouTube, and other social media
- Creativity and familiarity with the latest trends in digital communications and social media engagement
- Experience in leveraging social media/digital communications, including for advocacy and awareness-raising campaigns
- Experience and familiarity with social media/digital technologies and best practices
- Excellent written and oral communication skills in English

- Understanding of SEO and web traffic metrics
- Proven success in building and executing campaigns across social media platforms
- Facility for basic graphic design and working with photo and video content
- Good interpersonal and diplomatic skills and ability to work as part of a diverse, agile team
- Aptitude to work in a fast-paced environment, to multi-task, and to operate across multiple time zones
- Ability to use discerning judgment while being proactive and responsive
- High level of personal energy, dependability, and commitment
- Excellent organizational skills and the ability to meet deadlines
- Keen attention to detail
- Commitment to CFJ's mission and goals

Preferred Qualifications

- Degree in communications, public relations, or journalism
- Previous experience or interest in international human rights or justice-related or legal initiatives
- Previous experience working in a not-for-profit environment
- Desktop publishing skills
- Familiarity with web design and WordPress
- Foreign language fluency

Location

Flexible

Compensation

Commensurate with experience and competitive with other not-for-profit organizations

Start Date

As soon as possible

To Apply

Submit a resume, a cover letter, two writing samples (each three pages or less), and a list of 3 references to employment@cfj.org no later than December 15, 2020

CFJ is committed to diversity in its workforce and is an equal opportunity employer. We actively seek a diverse applicant pool and encourage candidates of all backgrounds to apply. We do not discriminate on the basis of race, religious beliefs, color, national origin, gender identity, sexual orientation, age, marital status, veteran status, or disability.