

Survival



**The global movement
for tribal peoples' rights**

Survival International
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**We help tribal peoples
defend their lives, protect
their lands and determine
their own futures**

Social Media Strategist/ Digital Campaigner

To improve the reach and impact of our work through social media.

Requirements

We are looking for an experienced social media strategist who wants to engage with digital audiences to drive change and promote a uniquely worthwhile cause. We need someone passionate about all things social who will connect with audiences, target influencers, stimulate debate around our campaigns, and help drive support and engagement.

This role combines both strategy, and content creation:

- You will prepare and enact a social media strategy to meet our campaigning objectives and increase our support.
- You will help create original and engaging content for our social media channels, building traffic and followers, and know how to use key analytics to measure our success. You will engage with online audiences.

You will be persuasive, with excellent communication skills. You will be good at strategic planning and creative thinking, and keep up to date with fast-changing social and digital trends.

You will be committed to Survival International's vision, mission, and values.

Other languages besides English are an advantage.

Previous experience in a similar position is essential. Photo and video editing skills are also essential.

You should also:

- Have sound editorial skills and judgement, and excellent attention to detail.
- Be capable of crafting a broad range of messages to win trust from diverse audiences.
- Be up-to-date on the latest tools and issues in the sector.
- Be fluent in social media platforms, and know what kind of material works best on each.
- Know how to drive significant web traffic to a specific campaign page.

- Know how to extract relevant data from analytics tools, in particular Google Analytics, Twitter Analytics, Facebook Insights, and Mailchimp reports.
- Know how to design and implement SEO and SEM strategies, Google Ad Grants, Google Adwords.
- Have a "hard worker" attitude (while we are not your normal "work you to the bone" agency, this is not a 9 to 5 role; there will be times when additional hours are required.)

Responsibilities

Your role will be focused on helping us to reach new audiences and convert them into supporters of our cause. We are a radical organization: we challenge deeply-held ideas and assumptions to create a better world for tribal peoples.

You will:

- Be active across all our social media channels to spread brand awareness and ensure our work is known to as many people as possible.
- Help us grow our donor base and improve our fundraising by designing successful calls to action.
- Maximize engagement from new and existing supporters.
- Liaise with our international offices to keep them informed of our activities.
- Drive and coordinate social media campaigning across the whole organization during particularly important events.

To achieve the above involves:

- A rapid growth in our social media presence, monitoring and engaging in online conversations and debates; seeking out potential supporters and communicating with them.
- Building relationships with digital influencers
- Planning and implementing paid social media advertising campaigns.

Strategy and analysis is key. You will:

- Create online action plans outlining strategies to achieve measurable KPIs.
- Use analysis tools (Google Analytics, Facebook Insights, Mailchimp reports, etc.) to identify what works best for our audience (wording, time of publication, place of publication, etc.).
- Measure success of campaigns and strategies, review results and make recommendations for modifications.

What can we offer you?

When you join Survival, you're getting more than just a career: you're gaining a unique opportunity to be at the heart of one of the most exciting campaigning organizations around; it is not just a job. You will be working with a team of passionate people who really care about human rights and want to change the status quo.

- Communications are a vital part of our campaigning, so your work will be central to all aspects of Survival's mission.

- Being part of a small team, you will not be pigeonholed by your job description. Your voice counts and we welcome your ideas.
- We strive to be an equal opportunities employer, with a close-knit and friendly internal culture. We treat our employees well.
- We have a pensions scheme and generous annual leave (25 days' holiday + bonus days over Christmas and New Year).
- MacBook Pro or similar.
- Annual international team get-together.

This is a full time position (Monday – Friday, 10am – 6pm), based in our London office. The contract is for 12 months (renewable), with a 6-month probationary period.

Salary £27,000 – 30,000, dependent on experience.

Since 1969 | Offices in London, Berlin, Madrid, Milan, Paris, San Francisco | Supporters in over 100 countries

Survival International Charitable Trust | Charity no. 267444 | Registered office as above | Company registered in England no. 1056317