



Kurdish and Middle Eastern Women's Organisation

Job description

Digital Engagement Officer

Fixed term contract for Six months (subject to extension)

Employer: Kurdish Middle East Women's Organisation (KMEWO)

Vacancy: Digital engagement officer/ Social media manager

Part time – 24 Hours per week

Salary: 28K pro rata

Job Summary:

This role will support KMEWO's work by focusing on the day-to-day coordination of KMEWO's digital channels including Facebook, Twitter and website and to further develop new platforms such as Instagram and Web-Chat line.

Main duties:

- The post holder will have the responsibility of Day-to-Day management and monitoring of the organisation's social media and website accounts, using a number of different tools.
- The post holder will scan and monitor KMEWO's online relation to its potential service users and community groups. They must be able and willing to use the latest software programs using different methods to reach audiences through social media sites; such as microblogging sites, or image-based social media sites.
- The post holder will create a road map of social media promotion and engagement with different audiences in order to help KMEWO putting the best face forward on the Web and social media, ensuring responses maintain the reputation of KMEWO as a specialist " led by and for " BME women VAWG service provider .
- The post holder will write and pitch compelling press releases, blogs and opinion editorials to promote KMEWO's services and campaigns and produce a monthly newsletter, and other digital materials and publications.
- Work closely with the fundraising and development manager to ensure our communications activity drives supporter retention and growth and drives donations and fundraising objectives.
- Provide advice and practical support to colleagues to run online events, learning sessions, workshops, and conferences effectively and set up suitable digital platforms to carry out these activities.
- Undertake any other responsibilities or duties as requested by the Director.

Caxton House, 129 St John's Way
London N19 3RQ

T: 02072631027 M: 07748851125

W: www.kmewo.com

Registered Charity No: 1137055

Company No: 6978454





Kurdish and Middle Eastern Women's Organisation

Skills and Experience:

Social media;

- Advanced knowledge of how social media is developed, managed and used.
- Experience of running social media accounts, with a reasonable degree of autonomy, including an understanding of social media advertising.
- Experience of organising digital fundraising campaigning on social media.
- Experience of online and digital communications and engagement with different audiences with a track record of success.

Website

- Experience of writing, editing and uploading website materials, articles, images and reports.
- Experience of developing and managing a website that is simple, clear easy to use and up to date.
- Knowledge of using website content management and website development systems
- Basic graphic design skills to create high quality digital publications.
- Video editing and uploading experience.

- IT and software Computer literate with excellent knowledge of Microsoft Office packages (Word, Excel, PowerPoint) and Google Suite.
- Advanced knowledge of at least one of the office suite software such as Microsoft Office or Google Docs, particularly in the use of spreadsheet software.
- Knowledge of CMS operations is highly desirable.
- Analytics and accurate reporting skills with a wide range of knowledge metrics tools such as Google Analytics, Radian6, WebTrends and SiteCatalyst.

Communication

- Proven experience in a media, communications or public relations role, preferably in a Third Sector organisation.
- Experience of online and digital communications and engagement with different audiences with a track record of success.
- Proven ability to grasp complex information and convert it into simple and accessible language for a variety of audiences.
- Experience of using monitoring tools to measure impact and performance and evaluate online and digital activities.
- .Excellent presentation and verbal skills with the ability to communicate at a variety of levels.

Caxton House, 129 St John's Way

London N19 3RQ

T: 02072631027 M: 07748851125

W: www.kmewo.com

Registered Charity No: 1137055

Company No: 6978454





Kurdish and Middle Eastern Women's Organisation

- Excellent writing skills with the ability to present complex issues in a simple and engaging manner.
- Ability to understand and use quantitative and qualitative data as part of media and communications work.
- Excellent interpersonal skills, ability to persuade, influence and collaborate with a range of internal and external stakeholders, sensitive to their communications needs

Setting up Digital platforms

- Experience of setting up and using digital platforms such as Zoom, WhatsApp, Microsoft team, Blackboard Collaborative.
- Experience of running and supporting online interactive events.
- Ability and willingness to provide training and assistance to the colleagues to run effective online activities.
- Ability to work under strict deadlines.
- A demonstrable commitment to the principles that underlie KMEWO's work.
- Willingness and ability to work flexible hours when needed
- An excellent team player.

Qualifications:

- Digital engagement officer positions are at least a bachelor's degree from an accredited university.
- Or a tech-based education, such as computer science, Web analytics or social media training or qualification.