

JOB INFORMATION PACK

Digital Assistant



Post details

Job title:	Digital Assistant
Reports to:	Free Tibet Senior Digital Officer
Key relationships:	Tibet Watch Director, Tibet Watch Fundraising Manager, Tibet Watch Senior Researcher, Free Tibet Campaigns & Advocacy Manager
Working hours:	35 hours per week
Starting salary:	£19,000

Post summary

This is an exciting position for someone looking to start or progress a digital career in the NGO sector. The successful applicant will have the opportunity to work across two partner organisations: Tibet Watch, a research-led charity focused on human rights in Tibet – and Free Tibet, one of the most prominent campaigning organisations for Tibet with a large international audience.

Based in the partnership's shared office in London, the Digital Assistant will work closely with colleagues from both organisations, including Tibet Watch's team of Tibetan researchers based at the field office in Dharamsala, India. We are looking for someone who can take responsibility for Tibet Watch's digital outputs and build a strong, engaging online presence, ensuring that all Tibet Watch's information is shared as widely as possible and with maximum impact. They will also support Free Tibet's Senior Digital Officer across a range of tasks from website maintenance to content generation for outreach campaigns.

We are looking for a passionate all-rounder who understands the importance of good online communications in both a campaigning and fundraising context. The successful candidate will have experience working across a range of digital channels and be proficient in social media. Applicants should also have some other digital experience or skills, which may include including website CMS, Google Analytics, email marketing platforms (such as Mail Chimp), graphic design or video editing. We are looking for someone who is self-motivated and able to work by themselves as well as collaborate with colleagues. You will be flexible, diligent, able to work under pressure and manage a busy and sometimes competing workload.

As part of the Tibet Watch team you will have opportunities to attend cultural events organised by the Tibetan Community UK or the Office of Tibet. Sharing an office with Free Tibet means you will also have opportunities to participate in protests, campaign actions, festivals and outreach events.

Additional benefits include flexible working hours, training and development opportunities, a central office location, pension scheme, interest free season ticket loans and a generous annual leave allowance (25 days pro rata plus public holidays and additional time off between Christmas and New Year).

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Tibet Watch

Tibet Watch is a UK registered charity which was set up in 2006. Our core aim is to promote the human rights of the Tibetan people through monitoring, advocacy and research. Our main office is in London and we also maintain a field office in Dharamsala, India.

We document and expose the ongoing human rights abuse in Tibet using a wide range of sources, and publish that information via our website and through our partner organisation Free Tibet.

We also undertake regular advocacy with the UK government and other national governments when the opportunity arises. In addition, we monitor China's reporting progress with the human rights bodies at the United Nations and engage directly where we are able to provide relevant evidence.

Free Tibet

Our vision is a free Tibet in which Tibetans are able to determine their own future and the human rights of all are respected. Free Tibet campaigns for an end to China's occupation of Tibet and for international recognition of Tibetans' right to freedom. We mobilise active support for the Tibetan cause, champion human rights and challenge those whose actions help sustain the occupation.

Free Tibet is a not-for-profit, UK-registered company and bound by Companies Act 2006. The UK Charity Commission deems our activities as political and, therefore, we do not have charitable status.

Specific emphasis has been given to online multimedia campaigning and fundraising, which allows us to be cost-effective, reach an ever-growing global audience and build on the strength of our online presence.

Job description

Key responsibilities

General

- Develop and ensure delivery of Tibet Watch's digital strategy, encompassing website, email and social media, working closely with colleagues to ensure this supports fundraising and campaigns priorities.
- Provide reports on website, email and social media performance.
- Monitor and contribute to the organisational digital communications calendar.
- Monitor digital trends, industry standards and advise on new digital initiatives.
- Monitor digital expenditure.

Website

- Manage the Tibet Watch website and other online systems, including site hosting/performance, contact with hosting company and external developers, creating user accounts and overseeing permissions.
- Contribute to, and help maintain, the Free Tibet website.
- Upload and edit content (including images and video), work with html code, ensure best practice in content generation.
- Work with colleagues to ensure all content is kept up-to-date.
- Oversee website structure, including menus, modules, site map, redirects etc.
- Monitor and oversee Google Analytics.

Email

- Work on Free Tibet's email marketing platform.
- Help to manage email lists, uploading and segmenting contacts, creating sign-up forms.
- Ensure best practice in email content, testing, delivery and response rates.
- Contribute to generating content for emails.

Social media

- Manage Tibet Watch's Facebook and Twitter.
- Develop and advise on new social media content.
- Advise on social media promotion/advertising.
- Create and edit videos and graphics and work with external designers, ensuring best practice.
- Help to run Free Tibet's social media platforms (Facebook, Twitter, YouTube, Flickr and Instagram) and create original content for distribution.

Person specification

Essential:

- Understanding of website best practice (e.g. content, structure, navigation).
- Ability to monitor, manipulate and analyse performance data and produce reports.
- Proficient with Microsoft Excel and image editing software.
- Experience in at least three of the following areas:
 - writing supporter communications for multiple digital channels,
 - managing website CMS (e.g. Drupal), html code and hosting,
 - using Google Analytics,
 - using email marketing platforms, or
 - producing or editing video content.
- Understanding of social media, including best practice and current trends.
- Ability to monitor trends and identify creative opportunities that support campaign objectives.
- Ability to take initiative and work with limited supervision.
- Strong organisational and administrative skills.
- Flexible and adaptable approach and the ability to work as part of a small team.
- Commitment to Tibet Watch and Free Tibet's missions.

Desirable:

- Experience of working in fundraising or campaigning.
- Experience of using online fundraising systems.
- Experience of managing external contractors.

Application process

You can return your completed application by email to mail@tibetwatch.org or by post to 28 Charles Square, London N1 6HT.

The deadline for applications is **10:00 am on Thursday 22 August 2019**.