Job Description

A. IDENTIFICATION

Job Title: Digital Communications Content Coordinator
Report to: Digital Communication Manager
Location: Ottawa
Date: November 2017

B. SUMMARY

The Digital Communications Content Coordinator has central responsibility for coordinating and delivering digital content to achieve the full range of communication goals for Amnesty International Canada. This position has primary responsibility for creating the strategy and content that is delivered via email to Amnesty's central emailing lists, to generate activism and deliver on our fundraising and campaign goals. It includes email appeals for funds, action-based emails, enewsletters and emails designed for cultivation. The other supporting areas of work are the management of digital supporter journeys, coordination of our annual event Write for Rights, and the alignment of Amnesty's communication and organizing techniques to achieve our goals for broad public engagement.

The Coordinator plays a key role in inter-departmental collaboration to identify and develop priority content around which Amnesty organizes and communicates across channels, and plays a leading role in formulating and delivering public engagement projects that grow its supporter base and deepen activism.

The position is focused on reaching and engaging a broad public audience to facilitate lead generation and growth in both activism and fundraising, in support of the global movement.

The Coordinator is a resource to all teams, and supports digital capacity across teams.

Approximately 33% of the Coordinator's time relates to fundraising.

C. PRINCIPLE RESPONSIBILITIES

Management of central emailing program

- Work with Fundraising and Program staff to develop and deliver targeted messages to key segments
- In collaboration with colleagues across departments, write and implement emails on major campaigns and fundraising appeals to generate optimum response on actions, and deliver online single gift revenue, and convert cyberactivists and annual donors to regular monthly supporters
- Write and publish electronic newsletters for major audiences to deepen supporter engagement
- Work with the Digital Strategist to improve segmentation, and establish best practices and testing to maximize conversion on action and fundraising appeals

- Develop email plan, including schedule and segmentation
- Identify content needed to improve the quality of supporters' experience with Amnesty
- Provide support and training to all staff who deliver email to promote best practices and improve results
- Report on and analyze results

Supporter journeys

- Identify and write content pieces and messaging required in supporter journeys and oversee logic and integrity of journeys
- Working with the Digital Strategist, develop and manage auto-triggered communications to strengthen supporters' connection to Amnesty's human rights work and goals, and enhance personalization of supporter journeys through the development of surveys and data management systems that tracks and uses supporter interests/behaviours
- Liaise with Program staff to develop content for follow-up to high-profile campaigns
- Work with external agencies to develop strategies and content to enhance and test supporter journey paths and techniques
- Work with Digital Strategist and members of the Program Team to identify best digital tools and practices for organizing supporters to achieve campaign goals
- Assist the Branch with development of key tracks for supporter journeys, including the path from eactivism to participation in offline activities, from eactivism to significant giving, and other emerging opportunities
- Coordinate with Monthly Giving Coordinator - Retention to ensure continuity of content and messaging from eactivists who become monthly donors

Public Engagement & Supporter Growth

- As a key member of the Public Engagement & Mobilization Team, assist in the development of strategies and new projects to help Amnesty reach a wider public
- Coordinate Amnesty's marque annual event Write for Rights, providing training & leadership in collaboration with an inter-departmental team, overseeing the quality of the user experience and the management of internal processes to deliver a successful event
- Oversee relationship with principle list acquisition agencies, e.g. CARE2, and place priority list acquisition content on external sites to maximize fulfillment of the contract
- Liaise with Campaign Team to develop and maintain high-profile actions on external partner sites
- Report on key metrics and effectiveness of the program
- Explore new lead sources to fuel fundraising and activism

Content Development and Coordination

- Contribute to development and deployment of a coherent, effective content management strategy that communicates the Branch's top messages to the public and Amnesty's internal audiences, across our communication channels

- Liaise with Fundraising and Program Department to coordinate a body with editorial oversight and quality control responsibilities for all publications
- Assist the Digital Communications Team with development of a Communication Strategy and programming that responds to opportunities and needs coming from the external digital environment
- Liaise with Supporter Services team to ensure digital content is responsive to input received from our supporters
- Assist Digital Communications Specialist with upkeep of the website to ensure accuracy of links, quality of content, and ease of navigation
- Provide back up to publishing on social media channels
- Communicate the key content shared with supporter segments to staff managing telemarketing and street canvassing

Special Projects

- Represent Branch on global fundraising working group on Global Refugee Campaign
- Assist team with the development of strategy and digital assets required for 3rd party fundraising programming and for enhanced online fundraising tools and projects.

D. DECISION MAKING

The Digital Communications Content Coordinator is a member of the Digital Communications Team, and is responsible for the implementation of strategic decisions made by the Manager. In conjunction with the team and other members of staff, the Coordinator implements and produces digital and communication content for the needs of the Branch.

E. CONSEQUENCES OF ERROR

Errors related to information distributed by email and published on digital channels could result in significant reputational damage to the organization. Sub-quality content could act as a disincentive to actual or potential supporters and result in a decrease in the Branch's ability to campaign and/or fundraise effectively. There are positive and negative implications of strategy and content chosen on relationships with partner organizations, activist leaders, significant donors, etc.

F. REPORTS REQUIRED

- Daily liaison with the Manager, the Digital Strategist and the Digital Specialist
- Participation on the Public Engagement & Mobilization Team and the Operations & Production Team
- Weekly or bi-weekly oral reports to the Manager
- Other reports as required by the Manager

G. RELATIONSHIPS

Internal: The DCCC relates primarily to the Manager and the Digital Strategist and the Digital Specialist. The DCCC also plays a leading role in coordinating content with other teams.

External: Working with consultants on ongoing basis and on special projects.

H. REQUIREMENTS

Education

Minimum of College or University degree with a focus on communications, online marketing, or other areas in humanities that brings knowledge of human rights and theories of social change.

Experience

Minimum of three years of experience, including:

- Experience publishing with CMS systems such as Drupal and WordPress
- Experience in fundraising sector
- Experience in event management
- Writing, proofreading and copy-editing experience
- Experience publishing with social media platforms such as Tumblr, Twitter, Pinterest, Flickr, Facebook and YouTube
- Experience using email marketing tools.
- Experience with iMIS or other CRM/EMS application to track activity, run reports and assess engagement.
- Proven ability to work with clients and stakeholders
- Proven ability to manage and meet deadlines in a collaborative work environment
- Confident use of graphic design applications such as Adobe Photoshop
- Knowledge of Engaging Networks platform
- Knowledge of social media tracking
- Knowledge of organization and experience in activism and using digital tools for organizing

I. INTERPERSONAL SKILLS

- Comfortable in a fast-paced production environment
- Ability to work in collaboration and cooperation with others, particularly team colleagues with some requirement to solve problems and disputes

J. WORKING CONDITIONS

- An office space is provided
- The workload is demanding with frequent interactions with sometimes demanding internal stakeholders which may occasionally disrupt planned activities or take priority for part of a day

- Travel is occasionally required of the post, no more than 4 times per year.
- Overtime is required to meet workload demands associated with regular events, e.g. Write for Rights, and to respond to urgent events.