

World Organisation Against Torture (OMCT)

VACANCY ANNOUNCEMENT: OMCT Digital Communications and Campaign Officer (Brussels or Geneva)

Description

The digital communications and campaign officer will develop and implement, with the OMCT network team and regional teams, advocacy and campaigns for the OMCT and the SOS-Torture Network.

He/she will work under the supervision of the communications advisor, in close partnership with the coordinator of the SOS-Torture Network and with all thematic and regional programmes at the OMCT and its offices in Geneva, Tunis and Brussels.

Key responsibilities of the position include:

- Working with the communications advisor, serve as main point of contact on all OMCT presence on social media, including by producing attractive content (videos, gifs, infographics, etc.) in order to enhance the OMCT profile with various audiences, including with the general public;
- Plan, design, produce and publish content for OMCT digital platforms;
- Together with the communications advisor, analyse the public communication environment for the human rights / anti-torture domain to identify opportunities for OMCT communications;
- Work with external photographers and audio-visual specialists to generate content on specific occasions;
- Work with communications advisor on relations with external influencers / media who can amplify the anti-torture messages;
- Work with the communications advisor on the design of a new OMCT website, and on its development by an external provider;
- Work with the communications advisor to re-think, and re-build OMCT's targeted emailing and other related communications tools (mass-mailing systems, databases, etc.);
- Design and implement joint social media campaigns for the OMCT and its global network, including on the UN International Day in Support of Victims of Torture and UN Human Rights Day;
- Convene a group of communication and campaigners in OMCT network organizations to build effective networking communication strategies and platforms increasing advocacy and campaign work;
- Participate in the development of communication tools for an OMCT platform with its network members from around the world, and liaise and advise OMCT offices in the field on media relations and outreach;
- Support collective campaigns on challenging countries, with the support of human rights defenders, and group approaches framing difficult issues such as the protection of those most vulnerable from torture, protection in the context of counter-terrorism, etc.;
- Collaborate with the Development Team to explore, develop, and implement online fundraising, volunteer-recruitment, and crowdfunding actions to increase public involvement and support of the OMCT and the SOS-Torture Network.

Qualifications:

- University degree or equivalent, in digital marketing or communications;
- Minimum 1-3 years of experience in campaigning and advocacy, preferably at the international level;
- Commitment to human rights and social justice causes;
- Excellent oral and written language skills in both English and French. Other languages are an asset (in particular Spanish, Russian or Arabic).

Competencies:

- Proven digital communications skills, including experience with web design tools (i.e. Illustrator, InDesign, Photoshop), image and video editing, and the creation of engaging content;
- Very sound understanding of social media, including social campaign management and optimization, community management and growth, performance analytics and ROI reporting;
- Ability to grasp complex concepts and package them in ways that are attractive for and impactful with wide audiences;
- Previous experience in designing innovative and creative social media campaigns an asset;
- Commitment to human rights and good understanding of human rights and social justice causes, ideally in a campaign or social media function;
- Understanding of the role of civil society, its outreach strategies, including innovative and creative social media campaigns an asset;
- Good understanding of IT in general and trouble-shooting is a plus (hardware, software, networks, infrastructure, security, creation, storage, and exchange of electronic data, etc);
- Excellent inter-personal communications skills are a must, accompanied by creativity, initiative, team-work, and a problem-solving approach.

Application procedure:

The OMCT is an equal opportunities employer. Applications (cover letter and résumé) should be written in English or French and addressed to the OMCT International Secretariat by email with the subject “**Digital Communications and Campaign Officer**” to applications@omct.org. Candidates are encouraged to share a previous social media campaign project they have authored, either in a private or professional capacity, or that they see as inspiration for an organization such as the OMCT. The location of the position can be either the OMCT offices in Brussels or Geneva.

Only shortlisted candidates will be notified. Deadline for applications: 8 April 2019.