

Post Holder:	Vacant
Job Title:	Digital Advocacy Manager
Department:	USA
Reviewing Manager:	USA Director
Location:	USA, preferably east coast

Part 1: JOB PROFILE

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming. This role will contribute by taking responsibility for building a digital movement in the USA, supporting the growth of USA activities, with a focus on our Better Chicken Initiative.

2. POSITION IN ORGANISATION

- Reports to USA Director
- Supports activity within USA, working closely with the USA team and HQ teams
- Works in close liaison with the HQ Digital team

3. SCOPE OF JOB (These are expanded on in Section 6)

- In conjunction with USA Director, plans and executes the online media strategy for CIWF USA
- Acts as the first point of contact for Compassion's USA supporters and holds the responsibility for handling Compassion's relationship with all USA supporters and stewardship of donors as required
- Creates content (including copywriting) for the CIWF USA website
- Creates (including copywriting) email communications, online advocacy actions etc. in support of agreed priority campaigns
- Managing the USA CRM system
- Analysing and reporting on key performance indicators
- Managing the thanking, banking and reporting of donations to the USA branch

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for ensuring communications to supporters are accurate in terms of both content and appearance and in terms of delivery to the correct audience
- Responsible for creating and testing online advocacy tools
- Responsible for implementing and improving the testing process defined by the digital strategy

• **PERSON SPECIFICATION**

ESSENTIAL	DESIRABLE
Proven Ability, Qualifications & Training	
<ul style="list-style-type: none"> • Demonstrable knowledge and practical experience of the principles of good web design and online communications – an eye for good design • Excellent working knowledge of HTML / CSS etc... • Excellent track record in writing compelling web content and experience of using a CMS • Excellent verbal and written communication skills 	<ul style="list-style-type: none"> • Experience of creating and delivering mass email broadcasts to customers / supporters • Experience of using social media to engage existing and new online audiences • Understanding / experience of the NGO / voluntary sector.
Skills, Knowledge & Attributes	
<ul style="list-style-type: none"> • Creating web pages, by writing code or using a content management system or blogging platform or (ideally) all three • Familiarity with graphics applications, e.g. Adobe Photoshop or Fireworks etc. • Uses time management techniques to plan and organise workload, managing peaks and troughs in workload • Motivated by learning and drives for continuous improvement. 	<ul style="list-style-type: none"> • Experience of advocacy and understanding of online advocacy components • Experience in training other staff • Personal motivation inspires energy and commitment throughout the team

Part 2: DUTIES AND KEY RESPONSIBILITIES

5. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Plans and executes the online media strategy for CIWF USA

- In conjunction with USA Director, plans and executes the online media strategy for CIWF USA, aligned with the HQ strategy
- Building a digital movement in USA (recruiting digital supporters, followers, activists, web users etc)
- Creating email communications, online advocacy actions etc in support of agreed priority campaigns
- Managing the USA CRM system

Developing and maintaining CIWF USA website

- Working with HQ Digital team to develop the CIWF USA website and the French food business website
- Writing, creating and uploading web content (copy, images, actions etc)

Managing all outbound communications to the digital movement (email, social media, online display etc

- Assisting USA Director and the USA team in the creation of email templates and broadcasts

- Reporting on various outcomes of email broadcasts
- Working closely with USA Director to produce digital advocacy actions (using Advocacy Online software) which meet their goals and schedules
- Implementing testing programme to improve outcomes.

Testing and refining each of the above in order to optimise open, click through and conversion rates

- Assisting with the development of the CIWF USA communications calendar and providing effective targeting and segmentation of communications
- Assisting with and piloting tests of different variations of creative messaging and page layouts for advocacy actions
- Reporting on variant-testing outcomes.

Acting as the first point of contact for Compassion's USA supporters and holding the responsibility for handling Compassion's relationship with all USA supporters and stewardship of donors as required

- Providing excellent standards of care and attention to the movement (handling queries and communication via on and offline communications)
- Managing the thanking, banking and reporting of donations to the USA branch

Reporting on the above

- Preparing monthly reports showing progress against key performance indicators (KPIs)

6. ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager