

Amnesty International Turkey- Digital Campaigner Job Description

JOB TITLE	Digital Campaigner
DEPARTMENT	Campaigns and Communications
REPORTING TO	Campaigns and Communications Director
GRADE	Coordinator
WEEKLY WORKING HOURS	40
LOCATION	Istanbul

POSITION SUMMARY

In this role, you will contribute to Amnesty's campaigns and organizational priorities through innovative and creative engagement online and mobile platforms for creating human rights impact. You will be responsible for developing digital strategies and planning, producing and implementing digital campaigns for projects that recruit and engage people in our work. Your role will include originating copy and editing submissions, managing digital petitions and Urgent Actions, seeding content, providing strategic advice on the use of platforms and tools for digital campaigning and conducting data analysis, networking with Amnesty supporters, online communities and staff; researching and implementing digital services for campaigning and managing projects for multimedia content and engagement tools.

This is a full-time position based in Istanbul. Ordinary working hours for full time employee will be 8 hours per day including lunch breaks from Monday to Friday, 5 days in a week. The job holder might be required to work outside office hours, including working weekends or evenings, on occasion. The job holder does also require to be on call from time to time.

MAIN RESPONSIBILITIES

- **Strategy and Planning:** Develop and deliver digital campaigning strategy for Amnesty International Turkey projects, collaborating with different teams within the Turkey Section and International Secretariat (IS), and external partners. As part of this, identify, pilot and scale new tools and tactics for a range of Amnesty's research, monitoring, communication and campaigning functions; manage the development, testing and implementation of integrated digital strategies for other digital campaigns; work with colleagues in the Campaigns and Communications Department and other departments to develop and implement innovative digital campaigning plans across a range of digital properties.
- **Reporting and Analysis:** Monitor and evaluate digital campaigns and adapt tools and techniques to increase audience reach & conversion rates.
- **Oversee the online petitions at the website:** Design, implement, monitor, evaluate, and report digital campaign performance and resolve, in a timely manner, issues arising from cross programmatic work and promotion.

- **Content Seeding:** Work with the Content Coordinator to produce or support production of digital campaign copy and content, create plans to see content across digital properties owned and operated by AI and third parties with regard to campaigns and actions.
- **Digital Activism Tools and Activist Journeys:** Develop member, activist and supporter journeys for actions in cooperation with the Membership and Activism Officer and Digital Fundraising Coordinator to identify opportune moments, appropriate digital tools, techniques and creative methods to mobilise and engage activists for campaigns; to implement digital user journeys that result in cost-efficient membership and supporter acquisition digital channels. Follow digital campaigning trends and opportunities, e.g., ways to improve digital activism engagement.
- **Social, CRM and Web analytics:** Work with the Content Coordinator to collate and report on a variety of web-based, social listening and CRM KPI's.
- **Email and SMS Marketing:** Specifically, to ensure email journeys are implemented for all significant member, activist and supporter acquisition campaigns.
- **Advice and Support:** Provide support to the Campaigns and Communications Director, support in providing professional and strategic advice and capacity building to campaigners and fundraisers and use of appropriate digital activism tools and techniques.
- **Cross-Programme Collaboration and Teamwork:** Participate in cross-department or intra-department teams as agreed and undertake project work, as delegated; undertake own administrative tasks to ensure effective self-servicing; participate in the collective coordination of the work of activism by preparing work plans; setting priorities; monitoring and evaluating progress; ensuring cover, mutual support to other colleagues and accountability of the department.
- **Others:** To carry out other responsibilities assigned according to the grade and nature of the post. Travel to Amnesty International sections or regional offices for skillshare events or trainings may be required occasionally. Investigate, recommend the purchase of relevant software / tools and other services and negotiate with the vendors in line with the nature of the position.

SKILLS AND EXPERIENCE

- Commitment to human rights and Amnesty International's core values
- Minimum 3 years' demonstrated experience of working in digital campaigns and/or communication projects, ideally in an NGO.
- Bachelor's Degree in a related field (Communications, Marketing, etc.) or equivalent work experience.
- Knowledge of basic data analysis principles and statistical techniques.
- Proficiency in MS Office Applications (Excel, PowerPoint, Word) and cloud-based systems (Microsoft, Google etc.).
- Excellent written and spoken Turkish and English.
- Knowledge and experience of developing, delivering, managing and optimising effective digital campaigns, digital activism plans and supporter acquisition user journeys – including a demonstrated ability to test, iterate and optimise digital campaigns as required in order to

increase the scale and depth of engagement in Amnesty International's human rights campaigns.

- Knowledge and considerable experience of strategic campaigning, campaigning methods and tactics. Understanding of what motivates people to take action and develop and deepen their connection with campaigns.
- Ability to develop innovative and creative ideas, campaigning techniques and ways of working; experience of design and management of systems
- Strong understanding of security and protection issues and how to mitigate risks relating to digital campaigning and activism in different regions. Demonstrated understanding of ethical principles when sharing individuals' stories in a digital environment.
- Demonstrable experience and understanding of the principles and practices in engaging and building online communities.
- Knowledge and/or experience of email and social media content and strategy and CRM.
- Experience of monitoring and reporting on digital campaigns/actions and the behaviour of online supporters. Proven ability to derive actionable insights from analytics around conversion, traffic funnelling, etc.
- Experience of writing or editing materials for a range of digital audiences in a clear, accurate and concise way with high standards of accuracy.
- Experience in editing images, preparing graphics or data visualization for the web, email or social media communications.
- Knowledge and/or experience in working with others and presenting information, ideas, and positions in a clear manner that can easily be understood across diverse and multicultural audiences.
- Ability to communicate and work effectively with a diverse range of stakeholders and digital professionals, including content producers, data analysts, web developers and designers.
- Strong personal organizational and interpersonal communication skills and ability to handle constantly evolving work.
- Experience in the technology for social benefit, humanitarian or human rights sectors is desirable.

ABOUT AMNESTY INTERNATIONAL

Amnesty International is a global movement of more than 10 million people campaigning for a world where human rights are enjoyed by all.

Our aim is simple: an end to human rights abuses. Independent, international, and influential, we campaign for justice, fairness, freedom and truth wherever they are denied. And whether we are applying pressure through powerful research or direct lobbying, mass demonstrations or offline and online campaigning, we are all inspired by hope for a better world: One where human rights are respected and protected by everyone, everywhere.

At Amnesty International Turkey, we are passionate about what we do and we are proud of our achievements as a movement.

Equality and Diversity Statement: Equality and diversity are at the core of Amnesty Turkey values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected. AI Turkey is committed to achieving workforce diversity in terms of such as gender, race, ethnic origin, national origin, age, religion, sexual orientation, sexual identity, and culture. Individuals from minority groups, women, LGBTI+'s, and persons with disabilities are strongly encouraged to apply.

Sexual Harassment Statement: AI Turkey does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination.

Conflict of Interest Statement: Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with AI's principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post would therefore disqualify the candidate from being appointed.

All selected candidates will undergo rigorous reference and background checks.

WORKING RELATIONSHIPS

Reporting to: Campaigns and Communications Director

Posts that this job manages: Volunteers and interns

Other key relationships: Campaign, communications, activism and fundraising posts at AI Turkey and International Secretariat

APPLICATION INFORMATION

Interested candidates, please send a CV and a Cover letter (in a separate file of no more than 500 words) in English describing how your skills and experience match the requirements of this post to ik@amnesty.org.tr with **REF: DCC2201** in the subject line by **February 24, 2022 (COB)**.

Kindly mention your **full name** and **CV** or **COVER** words as file names for your CV and cover letter (i.e. Ayşe Yılmaz CV, Ayşe Yılmaz COVER).

Applications in languages other than **English** and received after the deadline will not be reviewed. Please also note that the interview will be conducted in English. ONLY applicants who are legally able to work in Turkey will be considered, the position requires native Turkish speakers.

Amnesty Turkey is not able to respond to every applicant individually due to the anticipated high number of applications. We thank all applicants; however, only short-listed candidates will be contacted for interviews. **If you do not hear from us until 20th of March 2022, please assume that you have not been short-listed.**