



Digital Associate

Job Description

About di:ga: We are an employee-owned company focused on driving impact for our clients on key social and environmental issues, who feel privileged and excited to work with organisations that have something important to say. We love using language and strategy to help people win arguments worth winning. Our core offering includes communications strategy, campaigns, media relations, social media, and writing and editing; we also cover brand, website development, data and insights, public affairs, mentoring and recruitment, and media training.

We work mostly on international issues, from climate change and sustainability, to poverty and economic development, to human rights and conflict. Current and former clients include Chatham House, Amnesty International UK, Greenpeace, Johns Hopkins University, Oxfam, The Climate Group, and UNICEF. Our key criteria when choosing who to work with is the potential to drive positive change. Our core team is based in London but we deliver global communications strategies, including by working with partners in Africa, the Americas, Asia and Europe.

About the Creative and Digital team: We help connect our partners with their target audiences, enhancing their offer and ultimately making change happen. We shape strategic, multi-channel user journeys, often on social media, and usually alongside high-profile news or advocacy work. We bring complex issues and causes to life through creative, eye-catching content and storytelling, ranging from videos to email, data visuals to newsletters. We help our clients shape effective overall brand strategies to cut through in a competitive space.

About the role: We are looking for a strategic and creative digital communications expert with a track record of driving positive change online. You will bring experience of shaping and delivering effective digital campaigns across a range of channels—in particular social media. You will enjoy working alongside media and advocacy specialists to shape integrated communications strategies, and getting hands on with content delivery. You are details-focused and data driven, and relish the challenge of bringing complex issues to life for audiences.

You will have previous experience creating and publishing engaging digital content, either at an agency or in-house. You will understand how to translate an organisation's goals into measurable digital objectives, and how to communicate those insights to non-specialists.

You will understand how to complement an organisation's organic reach with paid media or influencer engagement, but be able to drive impact on a range of budgets and profiles.

You might specialise in a particular content area or platform - for instance graphics, video, or email - but you will be a brilliant writer, strategist, and storyteller at heart, dedicated to making change happen. You will have an instinctive understanding of audiences and how they consume and engage with information online, but be open to adapting and learning - especially as the online landscape continues to evolve.

Associates at di:ga deliver first-class strategic communications support to clients, providing support alongside colleagues on a variety of projects. They also assist in the day-to-day running of the company, including planning, business development and admin.

We are committed to creating a diverse, open and inclusive working environment and especially encourage people from underrepresented backgrounds to apply.

Reports to: Creative Director

Location: Hybrid, with at least two days a week in our London office.

Contract type: Permanent, full-time. Part-time and flexible working requests considered.

Salary: £35,000 – 45,000 per annum depending on experience.

Benefits: As well as a competitive salary for the sector, we offer a range of benefits, including:

- 25 days annual leave per year + bank holidays + office closure over Christmas;
- Training and mentoring;
- A genuine commitment to flexible working and work-life balance, including to facilitate caring responsibilities and individual health and wellbeing;
- Support to set up home working;
- Private health insurance, Employee Assistance Programme, cycle to work scheme and other benefits;
- Enhanced parental leave: 26 weeks' paid leave for birth parents / main carers and 12 weeks' paid leave for non-birth parents / secondary carers;
- Generous sick pay and other HR policies;
- Lovely light-filled central London office with free coffee and lots of breakout spaces.

Description of duties:

- Provide di:ga clients with first-class support and advice on their strategic communications and campaigns; showcase how excellent, intelligent, strategic communications can drive positive change; deliver results on deadline and on budget.
- Handle client relationships with diplomacy and professionalism.
- Client-focused tasks might include:

- developing and delivering digital communications strategies for a campaign or report launch;
- carrying out digital audits for clients and advising them on how to develop or better-manage their channels;
- producing first-class digital content for clients, including social media posts, email copy, graphics and videos
- managing social media channels for clients to engage their target audiences, including paid and organic content;
- setting up social channels for clients from scratch and devising guidelines for use;
- advising on website redesign projects;
- training clients on how best to use digital tools and tactics at their disposal;
- measuring the reach and impact of tactics deployed, and feeding back learning.
- writing, editing or commenting on content to make it accessible and impactful;
- researching new techniques for reaching target audiences and driving change.
- Stay on top of relevant external news and events as well as developments in the sector.
- Support the development and day-to-day management of di:ga through, for example, researching potential new clients, updating the website, maintaining databases and files, developing templates for training documents and other presentations, researching areas for growth, taking part in team meetings and sharing learning.
- Stay up to date with social media trends, algorithm changes and latest developments in the sector, communicating them to clients and colleagues when appropriate.
- Represent di:ga at external meetings.
- Help bring in new business / respond to calls for proposals.
- Be a responsive, engaged and communicative team member who actively contributes to our values of inclusivity, diversity and empowerment at di:ga.

Person specification:

We have a di:ga service standard, which ensures we offer a top-quality service to our clients. This means that everyone we hire, regardless of their role or the team they sit in, must have the following essential skills:

- Excellent writing ability, including spelling and grammar.
- Strategic thinking and a focus on impact; understanding of how to use communications to drive change.
- Excellent time and project management skills – ability to stay on track of deliverables, communicate clearly and meet deadlines.
- Confidence in own judgement and able to argue a point, but tactful and diplomatic, with respect for others' knowledge and experience.
- Creativity, tenacity and self motivation; comfortable working remotely and often alone – and good at communicating in this context.
- Professionalism, self-awareness, a willingness to learn.

Role-specific skills and attributes:

- Proven experience working in a strategic digital role in the non-profit or public sector, or in an agency with non-profit clients.
- Experience designing and delivering effective digital campaigns across channels, particularly on social media.
- Expertise in one or more of the following digital communications tools and channels: online campaigning tools, video, graphic design, email; podcasts.
- Experience of tracking and reporting campaign performance (including Google Analytics).
- Good understanding of user experience, user journeys and audience: how to define, reach and engage them.
- An ability to create creative, eye-catching content - from graphics to email copy.
- Strategic thinking and an understanding of how digital campaigning can support news and advocacy work.
- Flexible and willing to adapt to new platforms and digital challenges.
- The ability to pick up and understand new content quickly; to cut through complex information and find and tell a story.

Desirable skills and experience:

- Good knowledge of and contacts in UK and international NGOs.
- Experience of working on the issues we cover, including climate change and international development.
- Proficiency in at least one language other than English.
- Strong knowledge of SEO and SEM
- Basic understanding of web development and design principles, including HTML/CSS and content management systems
- Experience of living or working overseas.
- Experience of managing staff or contractors.