



Associate - Advocacy & Campaigns

About di:ga: We are an employee-owned company focused on driving impact for our clients on key social and environmental issues. We feel privileged to work with organisations doing cutting-edge research and campaigning, and thrive on the challenge of helping them to raise awareness and promote positive change. Our core offering includes strategy, media relations, digital and social media, and writing and editing; we also cover data, design and branding, public affairs, mentoring and recruitment, and media training.

We work mostly on international issues, from climate and sustainability, to poverty and economic development, to human rights and conflict. Current and former clients include Chatham House, the Clean Air Fund, Amnesty International UK, Greenpeace, Johns Hopkins University, Oxfam, The Climate Group, and UNICEF. 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 role: di:ga Associates deliver first class strategic communications support to clients, taking the lead on some contracts, and collaborating on others. They also assist in the day-to-day running of the company, including planning, branding, business development and admin. The advocacy and campaigns team leads on delivering excellent strategic advice and support to clients, helping them design and implement integrated campaigns that effectively target key stakeholders, and drive change on their issues in and beyond the UK.

Reports to: Head of Advocacy & Campaigns.

Location: Hybrid, with at least two days a week in our London office (currently Mondays and Wednesdays).

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

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

Description of duties:

- Provide di:ga clients with first class support and advice on their strategic communications and campaigns; showcase how excellent, intelligent, strategic communication 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 communication and advocacy strategies for a campaign or report launch;

- stakeholder mapping to help clients understand how to influence their targets and drive change on their issues;
- writing, editing or commenting on a report or other document to make it accessible and impactful;
- researching new techniques for reaching target audiences and driving change;
- advising on branding or fundraising; helping to frame a story for news; advising on social media and other digital channels; handling crisis situations.
- Stay on top of relevant external news and events as well as developments in the sector.
- Develop and maintain relationships with key journalists and other external contacts, including civil servants and political advisors, potential clients, and collaborators.
- Support the development and day-to-day management of di:ga through, for example, researching potential new clients, updating our 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.
- 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.

Essential skills and attributes:

- Proven success working in an advocacy or strategic communications role in the not-for-profit sector, public sector, or in an agency, preferably with experience across one or more of the issues di:ga works on.
- Strategic thinking; a good understanding of how to influence policy making or legislative processes. This could be in the UK, another country (e.g. USA, France or Germany) and/or multilateral bodies (e.g. UN, EU, WTO).
- Clear understanding of how to use media and external communications to support advocacy.
- Understanding of how to use digital and social media and online campaigning tools.
- Knowledge of UK and international NGOs.
- Excellent communications skills; excellent writing ability, including spelling and grammar.
- Self-motivated, driven, creative.
- Professionalism, self-awareness, a willingness to learn.
- Knowledge of and interest in human rights, conflict, development, poverty, and climate change.
- Confidence in own judgement and able to argue a point, but tactful and diplomatic, with respect for others' knowledge and experience.
- Comfortable working remotely and often alone - good at communicating in this context.

Desirable skills and attributes:

- Proficiency in at least one language other than English.

- Experience of living or working overseas.
- Experience of delivering an advocacy or communications strategy which has helped drive change (e.g. in government policy).
- Experience of working in politics, government or a multilateral institution and/or of lobbying policy makers.
- Experience working with experts by experience, lived experience voices, or community-led organisations
- Experience with community organising or grassroots mobilisation
- Experience of working with corporates.
- Good knowledge of UK and international media.
- Useful contacts, including policy makers, journalists or UK or international NGOs.