

Job title	Digital Communications Manager
Reporting to	Head of Communications
Hours of work	40 hours per week
Remuneration	£32,000 per annum or equivalent day rate if overseas
Contract	12 months
Location	This role can be based in the UK as an employee or overseas as a contractor

Responsibilities

- Line manager to communications assistant, supervising all key tasks.
- Developing social media strategy with community growth in mind, includes evaluating potential of new social media platforms and associated software
- Creating and maintaining an organisational content plan aligning with the timelines of various projects and external events
- Copywriting for social media captions, blogs, newsletters, press releases and website content; also developing the comms and language guidelines for brand consistency.
- Assisting Head of Comms with organisational comms strategy, key messaging, internal communications and critical path.
- Acting as a representative or spokesperson on behalf of Fashion Revolution at meetings, press engagements and industry events, as required.
- Liaising with web developers on website updates including flagging technical issues.
- Providing detailed briefings for graphic designers on all visual assets and working closely with them to maintain and develop the FR brand in all communications. Assisting with visual design where required eg. basic social media assets from templates, translatable files for GN, creating campaign landing pages on the website
- Overseeing partnerships with external organisations and individuals in relation to content creation, campaigns and other project-related communications
- Acting as comms advisor to other teams where required, including advocacy, campaigns and more that require input into project planning and deliverables
- Assisting with crisis management and proactively monitoring reputational risk
- Contributing to grant reporting and funding proposals by providing detailed analytics both qualitative and quantitative. Generally keeping record of all key analytics.
- Regularly liaising with global network teams to distribute materials, collaborate on content, and attending comms working group meetings and AGMs. Considering the GN in all comms development eg. organising takeovers and IG lives, passing on press opportunities, amplifying their work on social media.
- Supporting the delivery of the communications strategy for policy team projects such as Fashion Transparency Index and Good Clothes Fair Pay.
- Assisting Head of Comms with planning and managing Fashion Revolution Week Activities
- Ensuring all Fashion Open Studio comms align with Fashion Revolution, including cross-promoting content, feeding into copywriting and assets, attending planning meetings, overseeing content plan, liaising with external partners etc.
- Commissioning and curating content from external creators for the Fashion Revolution blog, TikTok and any other relevant channels.

- Facilitate and support comms and creative team meetings.

Experience and skills required for this role

- Excellent understanding of the fashion industry including human rights and environmental sustainability.
- Sound technical understanding of digital marketing across various platforms including experience of using scheduling and monitoring tools
- Experience in the use of video across digital channels
- Understanding of the key principles of community management
- Able to prioritize amongst multiple projects and work to deadlines
- Excellent writing skills - experience of writing blog posts, social media captions, press releases etc.
- Experienced in developing communication strategies for digital campaigns
- Able to provide data for reporting requirements on reach, engagement and audience demographics

Who you would be working with

You will be working across the organisation regularly liaising with campaign leads, members of team based in the UK and supporting the global network teams with their communications needs.

Other Benefits

- Employees are offered 28 days annual leave per year, including Bank Holidays.
- Pension contribution
- Monthly stipend to cover remote working costs
- Autonomous working environment
- Collaborative team
- Speaking opportunities based on topic expertise

How to apply

A full application comprises of:

- Your CV
- Cover letter
- Completed Inclusion Form [here](#)

Please email your complete application to recruitment@fashionrevolution.org

Deadline for applications is 21 December 2022 at 12:00 GMT

There is a two stage interview process. Interviews will take place on a rolling basis so please do send in your applications early as Fashion Revolution reserves the right to close the hiring upon finding a suitable candidate.