MINORITY RIGHTS GROUP EUROPE

JOB DESCRIPTION
Title: Digital Communications Officer/ Full-Time
Reports to: Managing Director, Minority Rights Group Europe
Salary: Grade D, 555,022 Hungarian Forints (approx 1700 Euro) per month
Deadline: 15th November, 2019, 12 noon
Please send your completed application form to Anna.Szentes@mrgmail.org

Location: Budapest - Hungary, but the role will involve travel within the Europe region, and occasionally also Africa and Asia. Travel is expected to take up to 2-4 weeks a year. You should have or be able to obtain permission to live and work in Hungary.

A: Purpose of the job

The purpose of this new role is to help ‘Minority Rights Group*’ (MRG) achieve its aims and objectives by developing MRG’s online work, particularly social media. The post holder will contribute innovative content for MRG’s digital campaigns and communications and be instrumental in increasing social media engagement amongst key target online communities.

The position will be based in MRGs Europe & Central Asia in Budapest, Hungary and will play a significant role in MRGs new 3 year, regional programme Reporting Effectively on Minorities, Migration and Development. The post-holder, along with other Communications Team members, is responsible for ensuring the high production values of MRG’s digital work.

* MRG comprises 3 separate organisations, Minority Rights Group Africa (Uganda), Minority Rights Group Europe (Hungary) and Minority Rights International (United Kingdom), who work in close cooperation and partnership. The postholder’s work, will cover all 3 organisations.

1. Main duties and responsibilities

1. Expertise

1) Develop high quality and engaging online content in pursuit of MRG’s strategic objectives and according to house style – e.g. film, infographics, photos, web articles, etc.
2) Building and engaging MRG’s online communities.
3) Regular (daily) editing of MRG’s digital media content using both commercial and open-source tools.
4) Monitor and evaluate MRG’s social media activities, recommending ways to increase engagement online.
5) Develop and implement digital campaigns for advocacy and/or fundraising purposes.
6) Train and develop colleagues and partner CSOs to engage in social media activities.
7) Monitoring current trends in digital campaigning and ensuring MRG’s online presence reflects those trends
8) Help develop MRG’s email and other digital communications.
2. Financial
1) Ensure work is carried out within agreed budgets for all activities covered above.

3. Provides advice to, and liaises with:
1) Managing Director of Minority Rights Group Europe
2) Director of Policy and Communications and all other MRG Communications Team members in line with MRG’s Communications Strategy
3) MRGs Programme Coordinators and Fundraising team, on future project design, donor reporting and design of Digital Communications activities.
4) External suppliers for most above activities.
5) MRG interns who are supporting the Communications Team or who report directly to this post

4. General
• Undertake such other tasks as may reasonably be requested by the Managing Director and Director of Policy and Communications from time to time.
• Contribute to the evaluation of MRG programmes and media campaigns.
• Cover for absent staff on related work from time to time.
• Respect and work towards full implementation of MRG’s Gender and Equal Opportunities and Diversity Policies in all the work involved in this post.
• Although the primary purpose of this post is as described above, the post holder may be required to work partly or wholly on other areas of MRG’s work. This is to allow MRG to move staff away from work which is unfunded or underfunded or is no longer a priority for the organisation, to work on areas which have more funding, are growing or which are understaffed. This will normally involve the post holder in carrying out tasks similar or identical to those listed in this job description but applied to different programmes or projects.

5. Confidential information
Responsible for maintaining confidentiality as the job holder will be entitled to a very high level of access to confidential information pertaining to MRG’s strategies, detailed financial information, and also access to sensitive external information which may impact on MRG’s activities.

6. Person Specification: Digital Communications

Officer Essential Experience
• At least 1 years in creating content for digital campaigns, preferably for Civil Society Organizations.
• Experience and proven track record in using social media to increase engagement for key and specific target audiences.
• Experience of producing innovative and engaging content for social media using graphics programmes such as PhotoShop, Illustrator or Indesign and film editing programmes such as Adobe Premier or Final Cut Pro (or equivalent).
• Practical experience of using website and social media monitoring and analytical tools.
• At least 1 years experience of working as part of multicultural teams working remotely and in different locations.
• Knowledge of gender and diversity issues and willingness and ability to mainstream in all work.
• Ability and willingness to travel.
• Excellent interpersonal skills, ability to network and nurture contacts.
• Fluent written and spoken English.
Desirable Experience

- 1 years experience working in the fields of human, minority or indigenous rights, including familiarity with key issues and debates
- Experience and proven knowledge and key issues and strategies related to cyber security, in particular providing guidance for civil society activists working in countries and particular fields where they may be at risk.
- Experience in working on digital media campaigns related to cyber hate, including knowledge of strategies and tools for monitoring and recording instances of hate speech online
- 1 year’s experience of programme design and /or liaison with donors.

Personality

- Commitment to the aims and objectives of MRG
- Commitment to gender equity
- Enthusiastic about working in a multicultural environment and committed to equal opportunities.

Degree of supervision
The job holder will be expected to work largely unsupervised within the broad directives of the Director of Policy and Communications and the objectives of the organisation.

Working conditions
The job holder will be based at MRG’s office in Budapest, Hungary. Occasionally the job holder will be required to travel to other locations to visit partners or consultants and to attend meetings. The job holder is required to maintain the pace of work, which may at times be high, working under time pressure with the responsibility for several jobs running simultaneously.

MRG is committed to Equal Opportunities and values diversity.