



JOB DESCRIPTION

Position:	Digital Communications Manager
Location:	Stockholm, Sweden
Contract:	Maternity cover, Full-time
Hours:	40 hours per week
Start:	October 25, 2022

SCOPE OF WORK

We are looking for an interim Digital Communications Manager to build the profile of the International Rescue Committee in Sweden (RESCUE) and contribute to our fundraising goals.

This role is responsible for our Swedish digital channels (@Rescue_SE social channels and Rescue-SE.org) and leads on the implementation of the digital communications strategy in Sweden.

The Digital Comms Manager reports to the Executive Director at RESCUE Sweden and in a matrix to the Deputy Director, Digital Engagement based in London. The role works closely with communications and fundraising colleagues in Sweden, and is also part of the global Digital Engagement Team.

MAIN DUTIES AND RESPONSIBILITIES

Strategy and performance

- Based on the Sweden communications plan, work closely with the Sweden Communications and PR Manager to contribute to the broader growth of the RESCUE's communications and profile building in Sweden
- Lead on and implement the digital communications strategy, based on global Digital Engagement team's strategic goals, ensuring it ladders up to RESCUE's priorities in Sweden.
- With support of the Global Analytics team, lead on analytics for RESCUE Sweden digital channels, in line with global digital metrics. Ensure KPIs are tracked for all digital channels and use this data to adjust strategies as necessary
- Maintain a strong understanding of the sector, our sister organisations, our online audiences and the type of content that drives conversions
- Manage the IRC Sweden digital communications budget

Digital channels

- Proactively run RESCUE Sweden's social media profiles to grow the Swedish audience and deepen their loyalty to RESCUE

- Together with Communications and PR Manager and Fundraising colleagues, continuously plan and produce communications for the digital channels that is relevant to the Swedish context, creating synergy across functions and maximising impact
- Partner with Digital Engagement peers on SEO strategies and best practice. Use SEO research and social listening to develop content related to online trends
- Set up and manage new social media channels based on our audience and organisational needs
- Manage the RESCUE Sweden website. Work closely with the IRC's in-house development team to migrate the site to a new platform and on new features for the site and data analysis
- Liaise with Sweden Fundraising colleagues to determine audience targeting and messaging, as well as audience building and priming via paid advertising
- Work with digital influencers, ambassadors and partners to further reach and engagement, and to increase brand awareness in Sweden

Creative content

- In close collaboration with Swedish colleagues, and with support from global digital and creative teams and external suppliers, produce and adapt compelling and cutting-edge visual and graphic content for RESCUE Sweden's website and social media channels, including video, images, infographics
- Take a data-driven approach to "localising" global content for use in Sweden, and lead on creating new on-brand content for the Swedish market

PERSON SPECIFICATION

Skills, Knowledge and Qualifications

- Strong ability to think creatively and produce innovative content. Experience of developing and producing engaging digital content for social media and web
- Experience of managing social media channels and website editorial
- Experience of analysing digital campaigns and the ability to use Google Analytics and understand Search Engine Optimisation, including keyword research and its application to SEO, and a clear understanding of how Google's algorithm ranks pages
- Experience of reporting on and conducting analysis of digital engagement, and optimising content/tactics for conversion
- Experience of working to tight deadlines to deliver high quality content
- Excellent Swedish and English language skills
- Excellent writing, editing and proofreading skills; adept at writing clean, engaging, copy for a range of channels in Swedish
- Basic graphic design and video editing experience
- Strong communication and interpersonal skills and the ability to establish good working relationships with colleagues in Sweden, and overseas. Solid experience of team-driven cross functional approach, with strong team collaboration skills
- Good organisational and time management skills and the ability to work to deadlines, prioritise and multi-task in a fast-paced environment

- Flexibility as regards working hours, including sometimes working to tight deadlines
- Degree in a relevant subject, or equivalent relevant experience in communications or marketing

Desirable

- Strong experience in design and video editing. Adept at using Adobe Photoshop, Illustrator, InDesign and Adobe Premier Pro
- Knowledge of key debates in Sweden and Europe on international development and humanitarian issues
- Experience of working with a creative agency and/or charitable organisation in a similar role
- Experience of liaising with external suppliers to agree price, timeframes and deadlines
- Experience using Drupal
- Experience of digital fundraising and email marketing

Candidates must stand behind RESCUE's work and values.

Candidates must have the right to work in Sweden.