



MEDIA DIVERSITY INSTITUTE is seeking a social media campaigner to lead the strategic development, management, design, coordination, and delivery of the new phase of its [Get the Trolls Out!](#) project (GTTO) to counter hate speech against religious minorities in Europe. The next phase of GTTO will cover 7 European countries and is designed to challenge stereotypes, debunk discriminatory ideas, and shape public opinion by developing inclusive content and leveraging traditional and new media platforms. Applicants must have a minimum two years of relevant practical experience in successfully developing and executing trans-national social media campaigns in the field of diversity.

Job title: Social Media Campaigner

Working hours: 22.5 hours a week

Contract: 25 months

Location: London, but currently working from home until safe to return to office environment.

Salary: £28,600 (min) - £33,000 (max) p.a. dependent on experience (pro rata)

Start: 1 March 2021

Deadline for applications: 24 January 2021

How to apply: Please send your CV and cover letter explaining how you meet the criteria for this role to giulia.dessi@media-diversity.org with the subject line "Social media campaigner application London". Interviews will be held between 27 January and the 02 February 2021.

Please note, this role is conditional upon receiving eligibility to work in the UK and two relevant references.

KEY RESPONSIBILITIES

- Development and implementation of *Get the Trolls Out!* social media campaign strategy, as well as specific project campaigns.
- Management of the project's digital channels (website, Facebook, Twitter, and Instagram), in close partnership with the project manager and the partner organisations in Europe, to enhance the visibility of the project and strengthen engagement.
- Lead on creation of regular visual content for social media platforms
- Monitoring campaign progress through social media and website metrics, such as Google analytics, Facebook Insight, and Twitter Analytics, using these tools to target digital activism and campaigns activities
- Provision of strategic advice to the European teams involved in the implementation of the project
- Use of ad manager platforms for social media accounts

PERSON SPECIFICATION

MDI London: Victoria Charity Centre, 11 Belgrave Road, SW1V 1RB, London, GB; Tel: +4420 7255 2473

MDI New York: NY, 11424-9998, USA, P.O. Box 240554; Tel: +1718 640 5384

www.media-diversity.org info@media-diversity.org

USA Reg No. 736262234; UK Reg No. 1110263



Essential

- Demonstrable belief in MDI's values, the importance of diversity in the media, and an overall understanding of media's influence on our societies
- Fluency in English with excellent written, verbal and presentation skills, including the ability to create compelling stories
- Excellent knowledge of how to produce engaging social media content
- Ability to maintain and develop a brand working within messaging guidelines and using the appropriate tone of voice
- Confident in using social media including Twitter, Facebook and Instagram and associated tools
- Able to use photo and video editing software such as Photoshop and Adobe Premiere, as well as design software such as Canva
- Knowledge of content management systems to update website content
- Organised and proactive in developing a range of content to deliver on organisational and team objectives
- Experience and demonstrated success in developing and implementing international social media campaigns, with knowledge of messages, audiences and delivery methods
- Experience and knowledge on the use of data analytics to target digital activism and campaign activities, including expertise and knowledge on designing clear metrics for monitoring progress
- Great organisation, prioritisation and planning skills
- Knowledge of fundamental Human Rights such as Freedom of Expression and Right to Equality, with a focus on religious discrimination in conventional and social media in Europe
- Experience in designing, executing, and analysing ads on social media
- Team player with demonstrable work ethic

Desirable

- Experience of working through strategic alliances in order to deliver a successful campaign, and the ability to anticipate, coordinate and facilitate activities
- Knowledge and/or experience in campaigning on TikTok
- Experience of having lived and/or worked in one of the countries where this project is based (Belgium, France, Germany, Greece, Hungary, Poland, UK)
- Additional language skills in Flemish, French, Hungarian, Greek, Polish and/or German

Media Diversity Institute (MDI) works internationally to encourage accurate and nuanced reporting on race, religion, ethnic, class, disability, gender and sexual identity issues in media landscapes around the world. While our work is grounded in the principles of freedom of expression and values of diversity and inclusion, our day-to-day work focuses on cultivating practical skills to combat negative stereotypes and disinformation and improve media and information literacy.

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