


AMNESTY INTERNATIONAL ITALY – JOB DESCRIPTION
Job title: Social Media Senior Officer (Maternity Leave Replacement)

Purpose of the role: develop and manage the organization's social media work across Italy in order to advance our human rights agenda, support campaigns and raise awareness.

Unit Description: we are responsible for digital actions and strategies across all digital channels through supporters and civil society, including wholly owned websites, social media and email.

Main functions

The role involves, but is not limited to, the following functions:

1. Build and execute social media strategy through competitive research, platform determination, benchmarking, audience identification and messaging.
2. Generate, edit, publish and share daily content (photo, text and video) that builds meaningful connections in order to develop digital engagement, encourage community members to take action and develop brand awareness and online reputation.
3. Set and deliver editorial strategy across all social media to create a clear and coherent digital personality in line with our brand, guidelines and policies.
4. Capture and analyze the appropriate social data and metrics, insights and best practices in order to continuously improve, and then act with a data-driven approach.

Main responsibilities

In collaboration with other workers the holder of this position will have these responsibilities:

1. Liaise with stakeholders across the organization to ensure that social media development and content meets strategic and operational objectives and priorities.
2. Moderate all user-generated content and management of online crisis in line with the moderation policy for each community, with the support of the Spokesperson and Digital Head of Unit.
3. Support the role of Head of Digital Unit in content management and development activities.
4. Support the role of Head of Digital Unit in online advertising management activities.

Budget responsibility:

No

Main relationships

Reports to: Head of Digital Unit.

Supervise roles: intern and volunteers.

Other relevant relationships:

Establish and manage partnerships and effective communication with the International Secretariat and the Amnesty movement internationally, to ensure integration and shared learning. Liaise with communication and PR agencies in order to develop the impact of our actions on social media platforms.

Organizational competencies

The Competency Dictionary of Amnesty International Italy focusses on "how" we work rather than on "what" we do, by defining behaviours expected of a group of workers cooperating to achieve a common objective.

1. Creativity: generating and implementing novel and practical ideas to achieve results.



2. Communications and influencing: ability to communicate consistent messages with integrity and gain commitment from different audiences.
3. Analysis and decision making: diagnose problems, provide innovative solutions and make logical, timely decisions.

Technical knowledge

1. Excellent knowledge of social media management tools and knowledge of digital engagement techniques.
2. Excellent knowledge of online advertising.
3. Good knowledge of online marketing and good understanding of major marketing channels.

Equality statement

Equality and diversity are core values and staff are expected to work to promote a constructive and thoughtful approach so as to shape an organization where the work of others is enhanced and respected.

Conflict of interest

Any public or other activity, affiliation or support to groups, organizations, personal associations or any other factors which may generate a real or perceived conflict of interest with the principles of Amnesty International (specifically independence and impartiality), raise a security problem, or otherwise prevent the achievement of the set goals or the carrying out of assigned functions, must be indicated immediately.

Date: 01/03/2018

Giovanni Rufini
Country Director

Signed and agree

Any change, addition, omission or other alteration of the present Job Description will be made after contacting the worker and will be communicated by written notification.