**Post Holder:** Vacant

**Job Title:** Digital Specialist for Spain- 3 days a week- fix term

**Department:**

Italy

**Reviewing Manager:** Head of Italy

**Part 1: JOB PROFILE**

1. **OVERALL OBJECTIVE(S) OF THE POST**

The purpose of this role is to help end factory farming. While a long-term strategy for the country will be decided by the GD, this role will contribute by keeping a digital presence in Spain, through communications, website and social media, and at the same time, being first point of contact of supporters and donors.

1. **POSITION IN ORGANISATION**

* Reports to Head of Italy
* Working closely with the Italian team and the International GIG team
* Works in close liaison with the HQ team

1. **SCOPE OF JOB**

* Contribution to departmental campaign and communications delivery (including website and social media)
* Is the first point of contact and responsible for engaging with all Spanish supporters, activists, fans, followers and donors

1. **DIMENSIONS & LIMITS OF AUTHORITY**

* Assists with delivering campaigns and communications
* With due assistance, responsible of engaging with supporters and donors

**PERSON SPECIFICATION**

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| --- | --- |
| ESSENTIAL | DESIRABLE |
| Proven Ability, Qualifications & Training | |
| * Spanish native speaker * Demonstrable knowledge and practical experience of the principles of online communications * Good working knowledge of HTML / CSS etc… * Excellent track record in writing compelling web content * Good oral and written communication skills in English * Experience of using social media to engage existing and new online audiences | * Experience of creating and delivering mass email broadcasts to customers / supporters * Understanding / experience of the NGO / voluntary sector |
| Skills, Knowledge & Attributes | |
| * Creating web pages, by writing coding or using a content management system or a blogging tool or (ideally) all three * Familiarity with graphics applications, e.g. Photoshop, Fireworks etc. * Personal commitment to animal welfare | * Knowledge of animal welfare |

**Part 2: DUTIES AND KEY RESPONSIBILITIES**

1. **PRIMARY RESPONSIBILITIES**

Essential duties and responsibilities include the following: Other duties may be assigned.

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| **The management of the CIWF Spain website** |  |

* Upon supervision of the Head of Italy, writing, creating and uploading web content (copy, images, actions etc)

**Managing all outbound communications to our Spanish digital movement (email, social media, online display etc**

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* With the supervision of the Head of Italy and practical help by the Italian team creates content for and performs email broadcasts
* Keeps social media up to date and replies to queries and commentaries

**Press releases**

* With the supervision of the Head of Italy translates/creates press releases and launches them

**Supporter/Donor engagement**

* Is first point of contact for any existing donor, supporter and follower query

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| * Providing excellent standards of care and attention to the movement (handling queries and communication via on and offline communications) * Helps managing the thanking, and reporting of donations to the Spanish branch   **Spanish coalition meetings**   * If requested by the Head of Italy, participates in dedicated coalition meetings involving particular campaigns actions or any institutional meeting involving coalition work |  |

1. **ADDITIONAL TASKS**

To assist with other departmental duties where necessary, as listed below:

1. Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
2. Take due and reasonable care of oneself and others in respect of Health & Safety at Work
3. Act in accordance with the principles of Compassion in World Farming’s Ethical Policy
4. In all work activities, comply with data protection legislation and Compassion in World Farming’s requirements for the protection of personal information and the privacy of individuals

* Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
* The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager

Signature of Line Manager Date

Signature of Employee Date