

Digital Community Manager

About the Role (50% - 20 hours):

The main responsibility of a Digital Community Manager is overseeing and growing the online presence of StandWithUs Netherlands. You are also expected to create educational tools and resources to be used by the organization both in on-and offline ways.

The community manager of StandWithUs NL will be accountable for:

- Maintaining and growing all social media platforms – Facebook, Instagram, LinkedIn, Twitter, Tiktok
- First response in emergency times
- Maintenance and development of the SWU NL website into a tool for education, information and activism
- Finding and creating potential viral items,
- Create editorial content for the website and other digital platforms.

General Responsibilities include, but are not limited, to the following:

There are a variety of general responsibilities that need to be balanced by a Digital Community Manager. The focus of this role will be on building up the online SWU presence in the Netherlands through educational content, campaigns and other ways. It's important to note that while most of the work can be done during traditional work hours, there will be expectations of a flexible schedule to accommodate evening programs, conferences, etc. See below for an overview of the responsibilities that are part of a Digital Community Managers profile:

- Research policies, politics, and the daily news cycle on an ongoing basis. Work closely with the Campus coordinator, assisting in the day-to-day needs of the department. Other duties related to specific projects, as assigned.
- Post and distribute video content on relevant social and digital platforms. Ensure correct messaging for all verticals. Proof content as required.
- Plan and create educational content to inform and educate our online community.
- Monitoring breaking news to jump on and drive people to take action.
- Find scopes, be the first one at a site, interview etc.
- Managing digital volunteers.
- Create and publish creative Vlogs
- Assisting with drafting of press release for updates, emergency items, events etc.
- Engage with our online & social community
- Create and implement an emergency protocol, and react when such instances occur.
- Planning, initiating and creating educational content to support StandWithUs NL efforts on all social and digital platforms. Finding potential viral items. Creation of original graphics and videos on social media.
- Attend and participate in department conferences as a staff member
- Develop a robust understanding of StandWithUs resources and opportunities and be readily available to promote them to relevant audiences
- Departmental and individual calls
- Participate in professional development sessions

Person Specifications:

Experience/ essential skills

- Photoshop skills: Adobe Premiere Pro / Final Cut Pro X (must)
- Familiarity with adobe creative suite
- Experience with camera equipment
- Excellent social media skills and knowledge of leading platforms
- Experience with adobe after effects
- Demonstrable ability to deal with confidential matters
- News savvy — A strong background in studying and producing materials related to international affairs
- Ability to work in fast-paced, deadline-driven environment required
- Flexibility and unusual work hours required (in times of emergency)

Preferable

- Creative writing skills
- Strong research skills
- Video editing skills

Personal attributes

- Passionate and enthusiastic
- Takes responsibility for tasks, is self-driven and has a motivated approach to work
- A completer/finisher who is determined to achieving goals and reaching deadlines
- Problem solver who can work independently or within a team to resolve issues practically

To apply:

- 1) Your CV – we advise that a CV should consist of no more than 1 side of A4 – this should also contain key achievements relevant to this role
- 2) Personal statement – we ask for a personal statement, addressing the Person Specification, to support your application. This should also include your interest in the role and how you and your experience would add value to StandWithUs Netherlands.
- 3) You should submit your application to Nederland@standwithus.com
- 4) You will receive an acknowledgement, normally within 5 working days

€ 14,000 – € 17,000 part time, dependent on experience.

Interviews will take place on zoom and will consist of several stages.

Training will take place in the first month of employment.