



DIGITAL COMMUNICATIONS OFFICER (36 HOURS) VACANCY IN FAIR WEAR'S EXTERNAL RELATIONS AND COMMUNICATION TEAM

At Fair Wear Foundation, we know there's a better way to make clothes. We want to see a world where the garment industry supports workers in realising their rights to safe, dignified, properly paid employment. We work with our 140+ member brands, who are committed to finding a fairer way to make clothes, and we engage directly with factories, trade unions, NGOs and governments to find answers to problems others think are unsolvable. Together we're stitching together new solutions across the supply chain to make fashion fair for everyone.

FAIR WEAR IS LOOKING FOR A: DIGITAL COMMUNICATIONS OFFICER

Fair Wear's External Relations & Communication Team is responsible for Fair Wear's external communication as well as its lobby and advocacy efforts. The Digital Communications Officer has the primary responsibility for the communication of Fair Wear's key messages through its website, social media channels and other online channels.

The Digital Communications Officer is an integral part of the Communications team's all-round activities, but focuses their efforts on the following activities:

WEBSITE

- Coordination and development of Fair Wear's website in collaboration with Fair Wear's external web developers with a focus on user experience, internal consistency and logic, design, and look and feel
- Website maintenance: uploading documents, making changes to the website
- Website content: writing and editing items that are published on the website
- Fixing broken links/images and troubleshooting other technical problems
- Managing the budget for online activities
- Ensuring online content and webpages are optimised for SEO and tracking their performance
- Working with the website developer to analyse the monthly statistics reports in order to optimise website interaction

SOCIAL MEDIA

- Designing and implementing a global social media strategy
- Coordinating and generating engaging daily content
- Daily monitoring of social media channels and website, and communicating with users and increasing engagement
- Planning and implementing targeted marketing campaigns

SKILLS AND QUALIFICATIONS

We are looking for someone with the following qualifications and skills:

- At least 2 years relevant professional experience
- Bachelor's degree or equivalent in a relevant field (communication, marketing)
- Excellent spoken and written English at a native level
- Excellent English language editing skills
- Enthusiastic digital native and social media talent
- SEO writing skills
- Proven agile project management skills with an ability to prioritise a wide range of requests
- Good working knowledge of Microsoft Office Suite, Google Analytics, WordPress/Laravel or similar CMS and MailChimp or similar e-mail campaigning programmes
- Experience and comfort working with project management software (e.g. Salesforce, Mondays, Trello)
- Proactive and hands-on
- Strong team player with the ability to manage challenging tasks independently
- A high level of professionalism and flexibility under pressure
- Good decision-making, problem-solving and troubleshooting skills
- Affinity with Fair Wear's vision and mission

If you are interested in this position, please send your English application of a CV and cover letter to vacancy@fairwear.org no later than Sunday 14 March midnight.

We will be interviewing candidates on a rolling basis and will close the vacancy if the right candidate is found before the stated deadline. As such, we encourage you to submit your applications sooner rather than later.

We offer a salary in accordance with the Dutch government remuneration system (BBRA) scale 10 depending on relevant experience.

Please visit www.fairwear.org for more information about our organisation. For more information about Fair Wear generally, you can contact us [here](#). For questions on this position specifically, please contact Femke Blickman (blickman@fairwear.org).

Recruitment agencies are asked to refrain from approaching Fair Wear Foundation about this or any other vacancy.