



**CHOOSE
LOVE**

Digital Officer - Three-month paid position

ABOUT HELP REFUGEES

Help Refugees is the largest grassroots humanitarian organisation working with refugees in Europe and the Middle East. Providing funding, support and volunteers for over 80 of the most effective locally-led groups working on the frontlines, we act fast to help those who need it most.

ABOUT THE ROLE

This is a unique opportunity to gain experience working for one of the fastest growing charities in the UK. You'll work alongside a small but dynamic, hard-working team, and have the chance to make a real, tangible impact to the lives of thousands of refugees and displaced people all over the world.

As an organisation that started out as nothing more than a hashtag, Help Refugees is very much an 'online' charity. The vast majority of our fundraising, advocacy and system administration is done online. We use Salesforce to register volunteers, Wordpress to run our website, Stripe to process donations, G Suite for the office administration work of employees and volunteers, Mailchimp to email our supporters - and much more.

The successful applicant will be responsible for ensuring that all of these systems are running smoothly, and will also seek ways to help the organisation innovate and improve digitally. The successful applicant will run analytics reports to assess the success of Help Refugees' online operations, and will champion the use of analysis and insight for the development of social media campaigns and future decision making.

As Help Refugees' London office is a small team of just six employees, the successful applicant will likely undertake a wide range of tasks, from copywriting, to graphic design work, to assisting with events - and more!

The successful candidate will be technically minded, with good attention to detail and strong communication skills. They will have the ability to work in a fast paced environment, working in both teams and on their own.

We would especially like to encourage people from minority, migrant and refugee backgrounds to apply.

Key Responsibilities

- Maintaining and overseeing the Help Refugees website
- To assist with the delivery of digital campaigns
- To maintain and develop Help Refugees' digital systems, across platforms such as Salesforce, Mailchimp, Zapier, G Suite and more
- Support and promote organisations goals, including message development, social media content creation and media outreach
- To design graphics and other assets for use online and offline
- Analysing the success of Help Refugees campaigns and fundraising
- Provide technical support to the Help Refugees team, both in London and on projects

Required

- Experience using Wordpress or other CMSs
- Experience using Google Analytics
- Familiar with G Suite, Word, Excel
- Basic Photoshop skills
- Excellent verbal and written communication skills
- A desire to learn

Desired

- An understanding of the broader refugee crisis
- Understanding of SEO
- Strong graphic design skills
- HTML/CSS and other coding skills
- Experience working with refugees and asylum seekers
- Experience in working on digital campaigns
- Experience in online fundraising

Deadline: 30th April 2018, 11.30pm

Salary to be discussed, depending on experience.

HOW TO APPLY

Send your CV, along with a cover letter, to jack@helprefugees.org with the email title 'Digital Officer application'.