



thenewnow.org

Digital Communications Manager – Role Profile

The NewNow is looking for a Digital Communications Manager to join our dynamic team.

About The NewNow

The NewNow is a group of rising leaders committed to achieving change in their communities and beyond. We have come together as a collective working for dignity, equality and justice recognising that the challenges that affect people and our planet are too great for any of us to go it alone.

Today over half the world is under 30 years old. Our generation brings new energy and new ways to make the world better. We have the power to make change happen – mobilising, lifting and amplifying one another. Now is the time to connect our actions and our voices to impact decisions that will affect generations to come.

The NewNow is an independent not for profit organisation governed by The NewNow Leaders. Our activities are funded by a small group of committed philanthropists. The NewNow was incubated by Virgin Unite, the entrepreneurial foundation of Virgin Group.

About The Role

Role title: Digital Communications Manager

Location: London or New York (we are unable to sponsor work visas)

Summary

The NewNow is served by a small, nimble support team, led by a dynamic Executive Director. The Digital Communications Manager will support the Director of Programmes & Partnerships in designing campaigns and communications that drive impact in our action areas and will lead on developing channel strategies and priorities, building amplifier networks, content creation, community management and development, tracking and reporting.

The NewNow's approach to impact is to create platforms for distributed leadership, bringing new power to move existing power structures in all sectors – government, business and civil society. We do this by working with partners and collaborators on shared agendas. Over 2019 we are clear in our aims to make a big impact on bringing rising women to the tables that matter and in delivering a new way of collectively building a better web. We are also working on how we will deliver impact on climate change and environmental restoration.

This is a role for a strong digital all-rounder, who wants to make an impact in the world and knows how to use digital channels to mobilise, engage, build community and tell compelling

stories. You will be able to demonstrate a keen edge for cultural relevance, and ability to apply your insight to building movements for change online.

The Digital Communications Manager is a vital role in the development of The NewNow organisationally and programmatically. You will have the chance to serve some of the most inspiring rising leaders of our time, working with a small and diverse team to impact on critical challenges. You will make a contribution to organisation strategy and will hold the reins on how we deliver our overall impact in the digital world.

You will need strong communication skills and be able to show you can apply those to written, graphic and video content, as well as compelling reports and inspirational strategies that excite partners and collaborators to support collective efforts.

You will be comfortable in planning digital strategies, applying logic to website user experience, researching influencer networks, optimising trends and finding innovative ways to create a high volume of compelling content with modest means, supporting the stories that matter for achieving progress.

You will be a natural community builder, a strong team player, flexible and committed. You will be bringing your considerable skills and networks to the role and also able to build your knowledge, skills and abilities.

Key Responsibilities

Communications & Campaign Strategy

- Work closely with the Director of Programmes & Partnerships to:
 - Design effective, inclusive campaigns, aligned with The NewNow's approach to distributing leadership, lifting other rising activists and leaders.
 - Shift the conversations and the actions taken as a consequence of The NewNow's programmatic activity.
 - Mobilise communities that can support and benefit from our programmatic activity
 - Research, identify and organise collaborators, influencers, amplifiers and communications partners.
 - Deliver influential actions through all digital channels that help to impact on the change we're seeking to deliver.
- Lead on research and developing channel strategies to:
 - Scale social media reach through partnerships and amplifiers
 - Build supportive, engaged communities in all channels
 - Drive content and opportunities that enhance The NewNow's visibility to boost our ability to impact on the levers of change
 - Distribute compelling content about the actions areas and to deliver campaign goals
 - Identify and implement email strategy
 - Identify and implement storytelling platform/s
 - Optimise use of paid and SEO activity
- Lead on developing high impact strategies for enhancing content and usability of all channels, including social platforms, the organisation's website and The NewNow's presence in other content distribution channels.

Measurement and Reporting

- Lead on developing achievable metrics frameworks to:
 - Inform quarterly social media strategies, monthly goals and weekly actions
 - Grow our digital communities globally and to demonstrate engagement against agreed short and long-term targets
 - Build positive sentiment and support for The NewNow and our programmatic activities
- Produce regular reports on digital activities, including identifying opportunities for improvement and growth
- Manage measurement tools and costs

Content Development and Production

- Lead on the creation and delivery of content for all channels that:
 - Aligns with quarterly social media strategies, monthly goals and weekly actions
 - Is aligned with and enhances the Voice and Brand of The NewNow
- Produce weekly and monthly editorial calendars that clearly identify key events, activity and milestones
- Oversee external support and modest budgets as required for delivery.
- Deliver written, graphic and video content internally per agreed
- Oversee external support where required and a modest budget for production

Experience, Skills & Qualifications

- A minimum of 6 years' experience in digital campaigns or communications roles is required
- Have worked globally and can demonstrate understanding of cultural differences in the use of channels
- Have a strong affinity with the major cultural influences on rising generations and can tap into relevant networks and references
- Experience or knowledge of at least one of our strategic action areas and a keenness to learn about the programmatic activity content – rising women, digital futures and climate change/environmental justice.
- Proven track record in strategy development, implementation, channel management, community growth, creative assets development and use of social media tools
- Excellent practical understanding of social media including Facebook, Twitter, LinkedIn, Instagram, Snapchat and emerging networks
- Skilled in delivering high quality content on deadlines, with attention to detail
- Exceptional writing and editing skills in English as first language
- Additional languages are an advantage, but not essential
- Strong organisational skills, able to demonstrate project management and processes
- Ability to produce engaging reports in written and visual forms
- Able to work in a fast-paced, startup environment
- Able to think quickly and use initiative to solve challenges
- Competent in producing strategy documents, compelling influencer outreach and shareable toolkits for social media collaborations

- Competence in Photoshop, Adobe and InDesign are essential. Competence in a video editing programme such as FinalCutPro is an advantage
- Experience will be required in HTML, ad serving (ideally Google Grants for non-profits), content management and email marketing tools and understanding of the impact of privacy regulation.

EEO & Diversity Statement: The NewNow is an equal opportunities employer and values diversity.