

JOB DESCRIPTION

**AMNESTY
INTERNATIONAL**



AMNESTY INTERNATIONAL INTERNATIONAL SECRETARIAT (AIIS)

JOB TITLE: Digital Content producer and social media officer – West & Central Africa

DEPARTMENT: West & Central Africa Regional Office (Dakar)

JOB PURPOSE: To produce audio-visual and other digital materials to advance the West & Central Africa Regional Office's human rights agenda through the development, production and planned distribution of a wide range of social media tailored pieces which raise awareness of Amnesty International (AI)'s work to promote and protect human rights, support AI's campaigns, to help mobilise a growing number of supporters to the movement and to aid fundraising activities.

Fast punchy writing (in English and French) that distils the essence of a story and Amnesty's added value in short form videos, graphics and posts. Speed, creativity and the news cycle are priorities. Sourcing content, clearing consent and copyright are key elements. Additional languages would be an additional asset.

This post requires creative ideas generation, technical content production skills, the ability to lead or collaborate on shared creative visions and react quickly to news events.

DEPARTMENT PURPOSE: The West and Central Africa Regional Office contributes to the wider International Secretariat by carrying out impactful and locally relevant research and campaign to ensure that those responsible for human rights violations and abuses are held accountable and that practical solutions bringing about real change in people's lives happen.

Amnesty International's International Secretariat PURPOSE: The International Secretariat, which operates from a number of sites around the world, gathers and communicates accurate and action-oriented human rights information globally. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal human rights standards. We provide strategic leadership, support and advice to the Amnesty International movement globally, fostering Amnesty International's contribution, presence and public accountability throughout the world.

WORKING RELATIONSHIPS:

Reporting to: Regional Digital Campaigner

Posts that this job manages: This post has no line management responsibility. However, the post holder may supervise team volunteers.

Other key relationships: The Digital Content producer works in close collaboration with the Media Manager, Section Supporter Engagement Officer, Regional Campaigners and Researchers, Language and Translation Coordinator, the local Sections and structures, colleagues in the London office.

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USEFUL INFORMATION:

Location: West & Central Africa Regional office (Dakar)

MAIN RESPONSIBILITIES:

- To coordinate, script, produce, shoot and edit creative, targeted, broadcast-quality audio-visual products for internal and external outlets and others which reflect Amnesty's organizational and campaigning priorities, and which are consistent with Amnesty's brand and values.
- Work to briefs set by the communications and campaigns team and develop concepts and project proposals in collaboration with the team and internal and external stakeholders as required.
- Pitching Amnesty International's audio-visual content and concepts and facilitating requests for audio-visual material, coordinating interview and/or filming schedules, and distributing audio-visual material on social media.
- To monitor and propose improvements for the social media channels of the Regional Office and provide weekly social media analytics and assessments to help inform communications strategy
- Identify trending topics that can be turned into various digital assets including short videos, infographics, and posts.
- Fact-checking to ensure all content is on point and on brand, and that assets used are either fully cleared or credited in accordance with Amnesty International guidelines
- Distribution of tailored digital content for Amnesty International's digital platforms, and across Amnesty Sections and movement.
- To ensure all original Amnesty International material filmed in the field is logged – specifically supporting the development of Amnesty's digital asset management system - ADAM.
- To feed into and helping deliver a content strategy for the organization.
- To analyze engagement and channel health for social media channels, and support with testing.
- To advise on social media strategies in light of ever changing algorithms and users moving from one platform to the next.
- To carry out own administrative tasks related to the post in accordance with the guidelines on self-servicing and to monitor progress and adherence to agreed standards, including establishing systems to ensure accountability and reporting.



WHAT DOES SUCCESS LOOK LIKE IN THIS JOB?

- Timely and strategic marketing and campaign content used by external platforms (including influencers) that promotes the organizations goals.
- News and current affairs media increasingly use Amnesty International audio-visual materials enabling Amnesty International human rights concerns to be placed on the news agenda.
- Original human-centered creative content and documentaries produced inhouse or by broadcasters and independent production companies about AI's core campaigns and human rights work.
- Amnesty International's social media profile and engagement is enhanced through a regular supply of audio-visual and other digital products.
- Planning and implementation of creative audio-visual work is undertaken to agreed briefs, deadlines and budgets.
- Amnesty International audio-visual materials reflect the organization's brand and regional needs, as well as forming an integral and effective part of shared marketing and campaign strategies.
- Amnesty International Sections increasingly use, request and are involved in audio-visual products
- S/he will have contributed to the effective functioning of the team, and to the implementation of Amnesty International's mission, upholding Amnesty International's values at all times.

SKILLS AND EXPERIENCE

REQUIRED

- A strong track record in audio-visual production and video editing demonstrated through a portfolio
- Excellent video editing skills using Adobe Premiere (or Final Cut Pro) with After Effects experience desirable
- Demonstrated ability to identify strong stories.
- Experience in the production of audio-visual materials for international news media, brand marketing purposes and social media.
- Experience working in a multilingual context and managing a multilingual digital presence.
- Strong writing skills (in both French and English) and excellent communication
- Ability to follow templates and source photos/b-roll.
- Ability to create content suitable for our supporter journeys.
- Can-do confidence to engage with the communications team to identify and produce stories
- Single-handedly execute the entire writing and edit production process -- from ideation and organization to management and execution.



- Experience in relationship management of external producers, coordination of filming schedules and ensuring compliance with agreed budgets and briefs.
- Ability to deal sensitively and ethically on human rights issues and with victims of human rights violations, in the context of audio-visual digital production work.
- Understanding of current and emerging copyright issues, ethical considerations regarding video or audio recording of individuals and licensing agreements.
- Post-production speed and dexterity—the ability to maintain flexible approach to changing priorities in high pressure environment and handle tight deadlines
- Ability to travel internationally on occasion

DESIRABLE

- Experience of administrative systems, word processing and database management systems.
- An understanding of and passion for human rights.
- Familiarity working in, or with, partners from West and Central Africa and more broadly
- Experience using some (or all) of the following platforms: WordPress, Facebook Ads Manager, Twitter Ads Manager, LinkedIn Ads Manager
- Experience in online community management
- Excellent use of Canva, email marketing tools
- Working knowledge of local languages.

HOW WE/YOU WORK:

Our organisational culture; which essentially represents how we behave, our working relationships and our ability to collaborate as a movement, underpins everything we do and is pivotal to the success of our impact. Our five behaviours form the basis of the type of culture we want to have in Amnesty:

- **Accountable** - I consistently strive to reach my goals in a thorough, timely way that I can be proud of, and I re-empower others to do the same.
- **Considerate** - I support my colleagues and try to find out what motivates them to do their best, and what pressures they are under, so that I can consider this when we work together.
- **Creative** - I continuously look for new and creative solutions and encourage others' ideas so that we can adapt and succeed in an ever-changing and uncertain global environment
- **Decisive** - I make sound judgements within my work so that a project or activity can progress with pace and confidence.



- **Respectful** - I treat my colleagues with equality and dignity, and assume they have integrity. I value the different perspectives of my colleagues as well as my own and show them that their contributions and expertise matter.

EQUALITY STATEMENT

Equality and diversity is at the core of our values and staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

CONFLICT OF INTEREST

Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with Amnesty International's principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post and would therefore disqualify the candidate from being appointed.

