



JOB ADVERTISEMENT – RECLAIM FINANCE

Digital communication officer

100% FTE - permanent contract

Are you looking for a new challenge and wish to make a difference? Join us on one of the most important forefronts in the battle against climate change, reclaiming finance!

- We are a rapidly growing non-profit and are looking for an experienced and creative communications professional to lead and implement our digital communication strategy in support of our different campaigns.
- The full-time position is to be filled immediately, preferably in Paris, but another big European capital could be considered.
- You will work closely with another communication officer who is mainly focusing on campaign communications and media relations. You will also work with the entire team of Reclaim finance, as well as with our French and international partners, starting with Friends of the Earth France, under the supervision of the Managing Director.

About us

We are the only French organization 100% focused on issues that are at the crossroad of finance and social and climate justice. Launched in 2020, Reclaim Finance has already emerged as one of the go-to organization of climate-related financial issues.

Affiliated with Friends of the Earth France, we aim at pushing the financial sector to work for sustainable societies. In the context of the climate emergency and biodiversity losses, one of Reclaim Finance's priorities is to accelerate the de-carbonization of financial flows. Our method to get there: to snatch wins, one by one.

Reclaim Finance exposes the climate impacts of some financial actors, denounces the most harmful practices and puts pressure on financial institutions until they stop them. Pragmatic, we know how to build alliances with other players and put our expertise at the service of financial institutions and political decision-makers who wish to transform their existing practices to align them with ecological imperatives.

Main responsibilities

Developing and implementing the organization's digital communication strategy

- Develop our digital communication strategy to amplify visibility, targeting audiences and channels which are best suited for each campaign;
- Identify and make the most of on-line campaign communication moments, including leveraging breaking news;
- Ensure the coordination of social media communication campaigns with our partners, and in particular with Friends of the Earth France;
- Set up a dashboard to evaluate the effectiveness of digital communication actions with KPIs.

Content creation

- Permanently monitor alerts and sensitive subjects;
- Work with Reclaim Finance's team and partner organizations to develop tailored communications material including reports, social media graphics and other assets;
- Proofread and edit reports, press releases and other content prior to publication on the site (mainly in English);

Website and Newsletter

- Contribute to the editorial and administrative coordination of the WordPress website as well as its development;
- Ensure the day to day management of the website, including updating of content and online publishing of articles, press releases and reports;
- Ensure that the site is well referenced and identify and develop relevant web partnerships;
- Manage the Newsletter of the association (choice of themes, editing and distribution of the Newsletter to subscribers in English and French).

Social media

- Monitor social networks and suggest pages/people to follow and/or partner with;
- Ensure the visibility on social media, suggest daily publications on our different channels, in particular, Twitter and LinkedIn, and manage our Instagram account;
- Pilot micro-targeting operations;

Press and media

- Support Reclaim Finance's campaigners with the publication and dissemination of press releases;
- Help update the press contact table;
- Set-up alerts and a follow-up strategy on media feedback;
- Carry out quantitative and qualitative reporting of media feedback.

You will also support the work of the other communication officer in campaign communications and media relations.

About You

You are an experienced, creative, and passionate communication professional with a knack for digital communication, and good knowledge of social media, in particular Twitter and LinkedIn. You are a leading source for proposals and a team player with interpersonal communications skills. You are precise and rigorous, can act fast and be flexible. You are passionate about fighting for climate justice.

- Minimum 5 years of communications experience;
- Proven ability to understand and analyze complex issues and communicate them clearly to targeted audiences;
- Proven ability to prepare and execute creative and effective digital communications strategies;
- Proven experience working with modern social media tools;
- Excellent writing and editing skills and can produce content quickly;
- Excellent level of spoken and written French and English;
- Knowledge of WordPress and SEO strategies is a plus;
- Experience in climate, finance or clean energy is a plus.

Terms and conditions

- The position is to be filled immediately;
- The position is preferably based in Paris 20th, with optional 1 to 2 days of weekly teleworking;
- Flexible hours during the week, the job can require availability during weeknights and weekends;
- Local transportation subscription is covered at 50%;
- Complementary Medical insurance is covered at 50%;
- Remuneration: depending on proven experience and internal salary grid.
- Possible development within the organization.

Please send your CV and Cover Letter by mail before November the 20th to recrutement@reclaimfinance.org with the mention "Digital Communications application".