



JOB ADVERTISEMENT – RECLAIM FINANCE
Digital communications officer ENG
100% FTE - permanent contract - London

Are you looking for a new challenge and wanting to make a real difference? Join us in one of the most significant battlegrounds of the fight against climate change - reclaiming finance!

- We are a rapidly growing non-profit organization looking for an experienced and creative communications professional to lead and implement our digital communications strategy in support of our different campaigns.
- The full-time position is to be filled immediately, preferably in London
- You will work closely with another Digital communication officer (French) and the International Media Relations Manager, under the supervision of the Communications Manager and the Executive Director. You will also work with the entire Reclaim Finance team, as well as with our international partners.

About us

We are a fast-growing European NGO focused on the crossover between finance & climate justice, with bases in Paris and London. Launched in 2020, Reclaim Finance has already emerged as a go-to organization on climate-related financial issues.

Affiliated to Friends of the Earth France, we aim to make the financial sector work for a sustainable society. In the context of the climate and biodiversity emergencies, one of Reclaim Finance's priorities is to accelerate the decarbonization of financial flows. Our method to get there: to snatch wins, one by one.

Reclaim Finance exposes the climate impacts of financial actors, denounces the most harmful practices and pressures financial institutions to 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 in line with ecological imperatives.

Main responsibilities

Suggesting and implementing a digital Communication strategy

- Develop our digital communications strategy towards our English-speaking targets to amplify visibility, targeting audiences and channels which are best suited for each campaign;
- Contribute to campaigns strategy in discussion with campaigners and analysts;
- Ensure the maintenance and implementation of the digital communication calendar, anticipating important external and internal events;
- Set up a dashboard to evaluate the effectiveness of digital communications outputs with KPIs.

Social media

- Initiate the creation of content and ensure its publication on the various social networks - Twitter, LinkedIn, Facebook and Instagram;
- Ensure that our campaign messages on social networks are clear, including by leading targeted operations;
- Work with the Reclaim Finance team and partner organizations to develop customized communications materials, including reports, social media graphics and other resources.

Monitoring

- Monitor international social networks and ensure effective coordination with partners;
- Keep up to speed with current events and topics relevant to our campaigns, in the international media and on social networks;
- Identify and make the most of communication moments for online campaigning, especially reactively.

Other possible responsibilities

- Contribute to the editorial and administrative coordination of the WordPress website and its development;
- Proof reading of blog posts In English, written by the team of campaigners, before online publication;
- Manage the organization's newsletter (choice of themes, editing and distribution of the newsletter to subscribers in English).

The digital communication ENG position is likely to evolve over time with the recruitment of new people in the Communications department. Your missions may evolve, and you will be asked to work on other communication areas according to your profile and skills.

About You

You are an experienced, creative, and passionate communication professional with a knack for digital communications, and good knowledge of social media, in particular Twitter and LinkedIn. You are proactive and a team player with strong interpersonal communication skills. You are precise and rigorous and can work efficiently to tight deadlines. You are passionate about fighting for climate justice.

- Minimum 2 years of digital communications experience;
- Proven ability to understand complex issues and communicate them clearly to targeted audiences;
- Demonstrable aptitude regarding the planning and execution of creative and successful digital communication strategies ;
- Proven experience with social networks, including demonstrated ability to grow subscriber base and engagement;
- Excellent writing and editing skills and can produce content quickly;
- English native speaker, good knowledge of French;
- Design skills are a plus;
- 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, permanent contract;
- The position is preferably based in our London office, with optional 2 days of homeworking per week;
- Flexible hours during the week, the job can require occasional availability during weeknights and weekends;
- Remuneration and benefits to be discussed (depending on your location, proven experience and Reclaim Finance's internal salary grid).
- Possible development of the role.

Please send your CV and a cover letter by mail to recrutement@reclaimfinance.org with the mention "Digital Communications officer ENG". Position open until filled, applications should be sent ideally before December the 19th, 2021.