



## **PERSON SPECIFICATION**

### **Digital Media Coordinator:**

#### **SKILLS AND EXPERIENCE**

**JOB PURPOSE:** The Digital Media Coordinator is responsible for the generation, development and management of strategic, well designed digital content for specific coordinated campaigns for use by Tibet Network Members, and for the development of a variety of campaign websites managed by Tibet Network.

#### **ESSENTIAL:**

1. At least five years relevant experience for a civil society, or equivalent, organisation with clear proven experience of digital communications, campaigning, fundraising, infrastructure and project management skills.
2. Proven understanding of strategic planning across a variety of campaign areas including advocacy and grassroots - and proven delivery and implementation.
3. Strong experience of working with digital and online tools including the production of digital content from share posts to videos.
4. Experience of managing social media content management systems and experience of running a social media campaign
5. Proven ability to develop creative ideas and deliver first-class content and products including across diverse web pages.
6. Ability to work as part of a small, diverse and remote team.
7. Excellent organisational skills with the capability of managing a diverse workload, to prioritise well and to adjust work focus when needed.
8. Experience of working collaboratively in a team and understanding of the importance of efficient communications for the coordination and effective functioning of teams, and being able to work unsupervised as part of a remote team.

9. Experience of establishing and maintaining solid recording systems and coordinating an efficient flow of communications and information.
10. Ability to use sound judgment and initiative, solve problems and provide constructive inputs.
11. Strong written and verbal English is essential; in addition, the ability to work in Tibetan language will be an advantage.
12. Proof of knowledge and understanding of complicated human and civil rights issues.

**DESIRABLE:**

1. Good knowledge of the specific issues about Tibet along with a clear understanding of and commitment to human rights issues.
2. Proven experience in research, advocacy and campaigning at any level.

**ABOUT US**

The International Tibet Network is a global coalition of Tibet-related non-governmental organisations. Its purpose is to maximise the effectiveness of the worldwide Tibet movement. The Network works to increase the capacity of individual member organisations, develops coordinated strategic campaigns, and encourages increased cooperation among organisations, thereby strengthening the Tibet movement as a whole. We currently have over 120 member organisations.