

Consultancy Announcement: Social Media/Digital Content Strategist

ABOUT ESCR-NET

ESCR-Net - International Network for Economic, Social and Cultural Rights is seeking a Social Media/Digital Content Strategist for a consultancy.

ESCR-Net - International Network for Economic, Social and Cultural Rights connects over 300 NGOs, social movements, and advocates across more than 75 countries to build a global movement to make human rights and social justice a reality for all. Through ESCR-Net, members exchange information, build solidarity across regions, develop new tools and strategies, and advance collective actions to secure economic and social justice through the human rights framework, with a special focus on economic, social and cultural rights (ESCR). The member-led, collective work of ESCR-Net is guided by core principles of gender and regional balance in leadership and participation, intersectional analysis, and the centrality of grassroots groups and social movements. For a complete overview of ESCR-Net's work please visit our website at: www.escr-net.org.

WHAT WE SEEK

ESCR-Net is seeking a skilled and creative Social Media/Digital Content Strategist for an initial 6-month consultancy, as we assess and build our communications team in the coming period. Reporting to the Communications Director and working closely with the Communications Coordinator, you will lead in shaping and managing ESCR-Net's digital and social media presence and supporting the content creation and update of the new website the Network is launching in the next few months. Your responsibilities will include crafting and executing social media strategies to effectively disseminate our core narratives and demands, and producing high-quality digital content that fuels ESCR-Net's overarching goals, advocacy efforts, and campaigns.

ROLES & RESPONSIBILITIES:

- Manage and develop content for ESCR-Net's website and social media platforms.

- Plan and execute strategic digital campaigns to advance our advocacy and campaign efforts on priority issues such as climate justice, economic justice, and women's rights, in close coordination with the Program and the Campaign and Membership teams. The strategies can encompass both organic and paid social media campaigns, email marketing, graphics, developing social media kits, etc. This will include coordinating the translation of communication materials into our working languages (English, Spanish, French, Arabic) with our roster of translators.
- In collaboration with the Communications Director and Communications Coordinator, lead in updating and coordinating the transfer of content to the new multilingual website (6 hours a week approximately) and craft a digital strategy for the launch of the new ESCR-Net visual identity and website, ensuring brand and messaging coherence across platforms.
- Strategize and execute a plan to grow and expand ESCR-Net's digital reach and gain engagement with its different audiences.
- Craft compelling digital campaign actions and tactics to leverage the engagement of our members and to communicate effectively our policy positions.
- Create IG reels featuring our collective work and mission.
- Assist the Communications team in organizing and leading calls with members and allies to kickstart communication campaigns focused on a particular programmatic priority.
- Maintain a monthly social media calendar reflecting ESCR-Net's strategic priorities and core principles.
- Track and measure the success of social media content and campaigns, optimizing based on performance and periodically reporting to the ESCR-Net secretariat.
- Stay updated with the latest social media best practices and technologies, taking a lead role in suggesting and implementing new practices to enhance ESCR-Net's digital presence and advance our mission, including launching new social media platforms.
- Identify and liaise with vendors for specific projects.

QUALIFICATIONS | REQUIRED:

- Bachelor's degree in communications, marketing, journalism, or related field, with at least 3-5 years of experience working to advance human rights and social justice.
- Demonstrated commitment to social justice.
- Fluency in oral and written English; and proficiency, both oral and written, in another language, particularly Spanish, Arabic, or French (ESCR-Net's working languages);
- Proven experience in social media strategy development and execution, ideally for non-profit organizations.
- Demonstrated experience in video editing for social media platforms.
- Demonstrated ability in graphic design for creating engaging visual content.
- Strong copy-editing skills in English and another ESCR-Net working language.
- Familiarity with industry-standard video editing and design tools.

- Strong understanding of current social media trends and best practices.
- Excellent communication and collaboration skills.
- Ability to synthesize complex information in meaningful and creative ways for distribution to a variety of audiences.
- Experience using CMS (WordPress/Squarespace /Drupal).
- Understanding of SEO and web traffic metrics/analytics.
- Demonstrated ability to work collaboratively with a diverse community of colleagues, members, and allies.
- Strong project and time management skills, including a high level of organization, attention to detail, and follow-through.

QUALIFICATIONS | DESIRABLE:

- Proficiency in a third language in which ESCR-Net works.
- Experience utilizing social media as a key component of social justice campaigning.

COMPENSATION AND LOCATION

This position is based in New York. The consultant will work an average of 25 hours per week, ideally working at least 4 days per week. The compensation for this consultancy is \$30 per hour. The role will operate on a hybrid model, allowing for a combination of remote and in-office work. While most work can be completed remotely, we require the consultant to be available for one day in the office per week (our office is located near Grand Central Station), with additional flexibility to attend specific projects or meetings as needed.

IDEAL START DAY

As soon as possible. And ideally May 2024.

INCLUSIVE HIRING AND WORKPLACE

ESCR-Net is committed to inclusive hiring practices and strives for a secretariat staff that represents the diversity of its members. ESCR-Net is an equal-opportunity employer. We strongly encourage and seek applications from women, persons with disabilities, and people of color, including bilingual and bicultural individuals, as well as members of lesbian, gay, bisexual, transgender, queer, or intersex communities. Applicants shall not be discriminated against on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, genetic information, arrest record, ethnicity, gender identity, medical condition (cancer-related), the conditions Acquired Immune Deficiency Syndrome (AIDS) and AIDS Related Conditions or any other characteristic protected by applicable federal, state or local laws. Reasonable accommodation will be made so that qualified

persons with disabilities may participate in the application processes. Please advise in writing of special needs at the time of application.

TO APPLY

Please email your **resume, cover letter, and examples** of your work in the form of a portfolio or relevant content samples to ESCR-Net at apply@escr-net.org with a subject line that includes, “Social Media Digital Content Strategist ” followed by your name. We encourage interested candidates to apply as early as possible as applications will be reviewed on a rolling basis, beginning **March 11th**. Only short-listed candidates will be contacted. The job announcement will remain posted until filled at: www.escr-net.org/job-opportunities.