



The Netherlands Helsinki Committee is currently looking for an experienced communications professional for the position of:

**Creative Content and Social Media Officer**

**(32 h/w)**

***About NHC***

The Netherlands Helsinki Committee (NHC) is a non-governmental organisation that promotes human rights and strengthens the rule of law and democracy in all countries of Europe, including the Central Asian countries participating in the OSCE. Our work lies primarily in executing projects to strengthen legal protection and improve public policies that affect vulnerable or disadvantaged groups. We support human rights NGOs to withstand governmental pressure. Additionally, we work to improve the implementation of OSCE human dimension commitments and other international human rights agreements. We take active part in several civil society networks of human rights NGOs and civil society in Europe. The NHC office is located in The Hague.

We are looking for an experienced Creative Content and Social Media Officer to join our team, working to develop creative content and social media messaging to achieve our organisational goals. Your duties will also include sharing content in line with the organisational brand, to further raise awareness about the organisation, and monitoring web and social media traffic and metrics to identify best practices. The current Communications team composition includes one Communications Manager and two interns, working in close coordination with the Executive Director and Fundraising Officer. This is a fixed term role (of 6 months), reporting to the Communications Manager.

***Responsibilities***

Our ideal candidate is an experienced professional with demonstrable creative content production skills, preferably in the field of human rights/rule of law and democracy. As a Creative Content and Social Media officer, you should perform well under deadlines and be detail-oriented. You have a clear vision on how to best make social media messaging work for our organisation, while staying on brand, and have a finely tuned political and diplomatic antenna. You are a self-starter who is able to hit the ground running and oversee all social media and content initiatives across the organisation with minimal supervision, while ensuring engagement, brand consistency and a positive stakeholder experience.

Your responsibilities include:

***Responsibilities***

- Develop a social media strategy aligned with the organisation's communications and organisational strategy, in close collaboration with the Communications Manager
- Work closely with the Communications Manager to further develop site content, style and layout, in line with the current branding, and further develop branding guidelines
- Work closely with the Fundraising Officer and Communications Manager to develop engaging content showcasing the work of the NHC in the lead up to the organisation's 35<sup>th</sup> anniversary

- Liaise with programme staff to ensure brand consistency and develop creative media and content templates which can be used by the whole organisation
- Create and publish engaging content
- Edit, proofread and improve writers' posts, if and when needed
- Optimize content according to SEO
- Use content management systems to analyze website traffic and users engagement metrics
- Manage content distribution to online channels and social media platforms to increase web traffic
- Develop an editorial calendar, in close collaboration with the Communications Manager, and ensure consistency in messaging across different social media platforms
- Ensure compliance with law (e.g. copyright and data protection)
- Stay up-to-date with developments in the field and generate new ideas to draw audience's attention

### ***Required qualifications and skills***

You have at least 4-5 years of experience with creative and social media communications, ideally in the human rights and security space, or with another NGO

- Master degree in Communications, Journalism, Marketing, International Relations, or any other related field;
- Proven track record of success and substantial expertise in good causes communication;
- Proven work experience as a Content and/or Social Media officer;
- Hands on experience with MS Office and WordPress;
- Basic technical knowledge of HTML and web publishing;
- Knowledge of SEO and web traffic metrics, ideally knowledge and experience of Google Grants;
- Familiarity with social media, experience using social media planning tools (such as Hootjar or Plannable) and creative content tools (such as Canva or Photoshop);
- Excellent writing skills in English;
- Attention to detail;
- Good organizational and time-management skills;
- Excellent command of the English language. Command of Dutch highly preferred;
- Strong knowledge of recent human rights/rule of law trends and developments, in particular in relation to protection of human rights defenders; and
- Knowledge of the OSCE area, East OSCE region in particular.

We offer a salary based on qualifications and experience, between € 3.074 and € 4.102 gross per month (based on a full-time position). This position is offered for a fixed term of 6 months.

If you are interested, please send your resume and a motivation letter to: [office@nhc.nl](mailto:office@nhc.nl). Please mention "Creative Content and Social Media: Communications" in the subject of your email. For inquiries, please contact Mrs Marcela Rilovic by sending an e-mail to the above-mentioned address.

**Candidates may apply until (and including) August 16, 2021.**

Non-EU candidates need to have a valid work permit to be considered for this role. Only shortlisted candidates will be contacted. Due to the high volume of applications we receive, we are unable to provide individual feedback to candidates that are not shortlisted.