

Digital Communications Manager

Verité is a growing, award-winning non-profit organization that illuminates and addresses serious human rights and labor rights violations in factories, farms, and other workplaces around the world. We serve private- and public-sector clients by building their understanding of labor rights problems in global supply chains and developing their abilities to solve those problems.

Title	Digital Communications Manager
Location	Remote, although preference may be given to applicants within two hours of the EST time zone.
Role	<p>Verité is seeking a Digital Communications Manager (DCM) to work closely with the Director of Communications on shaping and executing digital communications strategies that increase visibility of Verité’s resources, tools and research, and position the organization as a thought leader among labor rights and global supply chain actors. The DCM will work with staff in diverse program areas and geographies to find creative ways to increase exposure of Verité’s work and impact, ensuring that brand identity and voice are consistent throughout the organization’s communications initiatives.</p> <p>Our ideal candidate is a creative individual with strong writing skills and a robust understanding of - and interest in - digital platforms for managing social media, blogs, newsletters, and webinars. The DCM will collaborate with a passionate, multidisciplinary, and geographically diverse staff on designing and implementing strategic communications activities.</p>
Responsibilities	<p>Collaborate closely with internal teams to develop campaign and promotional strategies, create tailored content for targeted audiences, and increase exposure of Verité’s research, thought leadership content, and program impact.</p> <p>Produce engaging written and visual creative content for our digital platforms, including website, social media, emails, and newsletters.</p> <p>Support project teams and other internal stakeholders in crafting key messages for tailored audiences and identifying the most appropriate digital communications channels.</p> <p>Monitor, analyze, and report digital communications metrics and data, such as Google Analytics and social media metrics, identifying trends in web behavior and applying it in an adaptive learning process.</p> <p>Develop community management and engagement strategies in Verité’s main social media channels.</p> <p>Support the design and implementation of campaigns and strategies to strengthen communications capacities of internal staff.</p> <p>Provide proofreading and graphic design support for public-facing materials, including</p>

	presentations, events, blogs and articles, newsletters, social media.
	Proactively investigate and research resources, trends, and contextual information relating to Verité’s different expertise and project portfolio.
	Ensure consistent brand identity and voice in public-facing materials and in external communications channels.
	Support public relations and media outreach efforts
Required Qualifications	
	Proven track record in creating targeted, strategic campaigns for diverse digital communications channels for an organization or company.
	High-level of creativity and ability to produce creative content in diverse formats, such as infographics, animated slideshow videos, light video editing.
	Bachelor’s degree in journalism, marketing, communications, or related field.
	Minimum of three years of relevant experience creating and implementing digital communications strategies.
	Strong graphic design skills and proficiency using a design software or platform (Adobe Creative Suite, Canva, etc.) to create multimedia and visual assets.
	Experience analyzing digital communications metrics and data, and applying it in an adaptive learning process for more effective, targeted communications.
Preferred qualifications	
	Knowledge and experience with content management in WordPress.
	Experience with media outreach and engagement.
	Video editing and production experience is a plus.
	Excellent project and time management skills with the ability to multi-task.
	Knowledge and experience implementing SEO strategies.
	Experience in managing and collaborating with external graphic design and video production providers.
	Previous experience developing communications strategies for labor rights, human rights, social impact, or sustainability-focused companies or organizations.
	Spanish language skills area plus.
Qualifications for all Verité positions	
	Demonstrates strong personal commitment to Verité's mission or related social justice objectives in human rights, labor issues, international law, or corporate social responsibility.
	Demonstrates professional competency and/or personal experience thinking and working effectively across boundaries. *
	Demonstrates sensitivity and competency engaging with the diverse marginalized populations impacted by Verité’s mission around the world.
	Personal reliability and commitment to organizational success.
	Maintains confidentiality in communications, as appropriate.
Salary	\$55,000 - \$68,000 annually, commensurate with qualifications and experience
To apply	Please submit a resumé and brief cover letter through the Verité application portal at

www.verite.org/careers. If selected for an interview, 2 writing samples will be requested.
No telephone or email inquiries will be accepted for this position.

**These include, but are not limited to gender, race, religion, age, disability, gender identity, sexual orientation, marital status, pregnancy status, nationality, class, political opinion, union affiliation, or social or ethnic origin.*

Verité is committed to a diverse work force and is an Equal Opportunity Employer that does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expressions, status as a veteran, and basis of disability or any other federal, state, or local protected class. Verité's daily work to achieve our vision of a world where people work under safe, fair, and legal conditions is inherently linked to topics of diversity, equity, and inclusion. Recognizing that the labor market and institutions have long marginalized people of color, LGBTQ+ people, women, and people from working class background, we therefore feel the need to be particularly proactive in encouraging candidates who identify as such to apply.