



## **Digital Communications Officer**

We, Beyond Fossil Fuels (BFF), are an alliance of passionate civil society groups committed to transforming the European energy sector. We strive for a just transition to a fossil-free, fully renewables-based energy system that protects people, nature, and our planet. As an independent campaign, we are driven by a fierce dedication to ending our reliance on coal by 2030 and fossil gas by 2035 with a focus on the power sector. With your help, we can create a brighter, cleaner, and more equitable future for all. This campaign is supported by the BFF secretariat, which consists of 30 people located across Europe.

We're excited to introduce a new role. The Digital Communications Officer will work with the Communications team to support and expand the visibility and reach of the Beyond Fossil Fuel (BFF) campaign through our digital platforms – primarily our website. They will assist with the creation of text and visual content and ensure the technical performance of the website, liaising with external service providers as required. The successful candidate will be part of the BFF Secretariat team, reporting to the Communications Director.

If you are passionate about the difference civil society can make in the energy transition, and are an experienced digital communications professional, we want to hear from you.

- Position: Digital Communications Officer
- Preferable start date: 15 October 2024
- Employment type: Part-time (approximately 50% of a full time position) freelance contract. Note that a part-time staff contract is also possible in Germany, Belgium, Greece, Poland, Italy, France, Spain, Portugal.
- Locations we hire in: any European country.

Please note that we do not have the resources to relocate candidates to Europe from outside the continent.

## **Your responsibilities**

### **Website and digital platforms**

- Oversee the maintenance of the BFF website (Wordpress site), ensuring both the infrastructure and the content are up to date
- Liaise with web developers to respond to, troubleshoot and resolve website issues in a timely manner.
- Work closely with campaigners, as well as the data and communications teams to design layouts for new or updated website sections

- Liaise with web developers to support the development and integration of new features, sections and tools onto the website
- Ongoing review of the website platform and content audit to ensure it is operating at a high level of performance and to identify any bugs or aspects that need to be fixed or improved
- Make changes to the website based on data, audience (UX) and expert research to improve accessibility, search engine optimisation (SEO) and the connection our audiences
- Manage SEO campaigns and track user analytics to monitor and improve search rankings and traffic
- Provide analytical reports to monitor the website traffic and suggestions to improve it
- Ensure that the website complies with relevant laws and regulations (e.g GDPR)
- Ensure all services including domains, hosting and others are running smoothly, including payments, updates and service renewal.
- Help with keeping the communication team's Google Drive clean and current

### **Branding and visual design**

- Help maintain and develop the campaign's visual identity
- Typeset and design graphic materials and campaign publications, such as reports and briefings
- Support the communications team in the development of digital and audio-visual communications materials
- Produce text and visual content for the website and social media
- Prepare text and visual templates for reports, branded documents, social media cards, etc

### **Required skills & experience**

- At least four years' experience as a digital officer or similar role with specific responsibility for website management
- A strong understanding of digital content best practice, including SEO, accessibility and UX
- Confident creating and editing content on content management systems (CMS) (Experience with Wordpress is an advantage)
- Experience of web content maintenance and writing
- Experience of leading a website content audit
- Confident in using Google Analytics and other digital tools to monitor the performance of digital content and make changes to improve it
- Experience of using Adobe software such as Indesign and Illustrator and other design tools such as Canva

- Excellent written and spoken English and strong copywriting and proofreading skills
- Experience of working with Google Drive and Microsoft platforms
- Highly organised and experienced in project management
- Confident working remotely with a broad range of people from different countries, cultures, and backgrounds
- Strong attention to detail
- Passionate about promoting a healthy, environmentally friendly, and fair society

### **Desirable skills & experience**

- Bachelor's degree (or equivalent) in web design / development or digital marketing
- Certification, diploma, or similar qualification in website management, SEO, UX or related fields
- Good working knowledge of HTML and CSS. A good understanding of JavaScript, XML/XSLT and other modern web technologies and standards is a plus
- Experience using Flourish or similar data visualisation tools
- Experience with lo-fi content creation and video editing tools
- Good understanding of the energy transition, including its political and economic context in Europe

### **How we support our team**

- We offer competitive compensation packages tailored to each region
- Flexible work policy: We empower our team to work when and where they are most productive with our flexible work policy
- Training budget: We have a dedicated training budget for each team member
- Team building: We prioritise building connections with an annual team retreat
- Feedback: We foster a culture of growth with regular performance reviews and feedback
- Commuting and home working: We make work easier by covering commuting costs in Berlin and providing support for remote work in other European locations

At Beyond Fossil Fuels, we believe that diversity, equity, and inclusion are essential components of our success, and we are dedicated to building a culture that reflects these values.

If this opportunity sounds exciting to you, please apply via our [online application form](#) with a short CV and a one-page cover letter in English by **20 September 2024**.