



Dialogue Earth

**SOCIAL MEDIA
OFFICER**





Who Are We?

[Dialogue Earth](#) is an independent non-profit dedicated to producing exceptional environmental journalism and informed conversations on urgent climate and sustainability topics. Our unique model brings local voices to global audiences and global stories of hope, action, and change to local communities.

Dialogue Earth researches, writes, commissions, edits, and publishes news reports and analyses of environmental and climate threats, to stimulate the exchange of information and ideas between readers in diverse geographies.

We are committed to accurately portraying China's development impacts across the Global South through geopolitically even-handed reporting and constructive dialogue. A UK-registered charity headquartered in London, our approach is rooted in a network of specialist country editors located across South and Southeast Asia, Africa, and Latin America, and delivered through reporting in eight languages, workshops, and media partnerships. We seek to bring light, rather than heat, to crucial debates, and solutions to bear on complex problems.



The Role

Reports to: Chief Operations Officer

Role Purpose

The Social Media Officer will play a crucial role in enhancing Dialogue Earth's digital presence by implementing a dynamic and evolving social media strategy. Working closely with the Social Media Content Creator and international team members, the post-holder will ensure content is disseminated effectively across various platforms, with a strong focus on audience engagement and alignment with audience personas. They will also be responsible for developing campaigns, overseeing social media analytics, and presenting insights in engaging ways to support the organisation's mission of promoting awareness and dialogue on environmental and climate change issues.





Main Responsibilities:

- Collaborate closely with the Social Media Content Creator to develop and implement Dialogue Earth’s evolving global social media strategy.
- Work with Dialogue Earth’s editorial teams in the UK, China, South Asia, Latin America, and Southeast Asia to promote content effectively and innovatively on platforms, including Bluesky, X, WhatsApp, Facebook, LinkedIn, and others as needed.
- Oversee and guide the work of the part-time Social Media Officer in Southeast Asia by providing task management and feedback.
- In partnership with the Social Media Content Creator, develop and manage campaigns, such as thematic weeks and awareness initiatives.
- Collaborate with the editorial and social media teams to produce audience-centric social media content, ensuring alignment with established audience personas and continuously improving dissemination strategies.
- Monitor, evaluate, and report social media performance through streamlined analytics processes, making stats accessible and engaging for the broader team.





- Ensure all social media activities align with Dialogue Earth's branding guidelines and editorial tone.
- Keep track of social media trends, external news, and relevant content of interest to feed back to the editorial team.
- Manage online attacks and technical issues related to social media.
- Prepare and present social media insights for funder reports.
- Maintain oversight of social media budgets and ensure spending is tracked and reported accurately.
- Manage occasional social media advertising on platforms where feasible (e.g., LinkedIn).
- Develop and maintain the evolving social media strategy, with a focus on integrating audience personas into workflows.

Essential Experience, Knowledge, and Skills:

- A strong commitment to the work of Dialogue Earth.
- A deep interest in environment and climate change issues.
- Excellent verbal, written, and cross-cultural communication skills.
- The ability to work independently and as part of a small, distributed team.
- Experience using social media in a not-for-profit or media organisation.

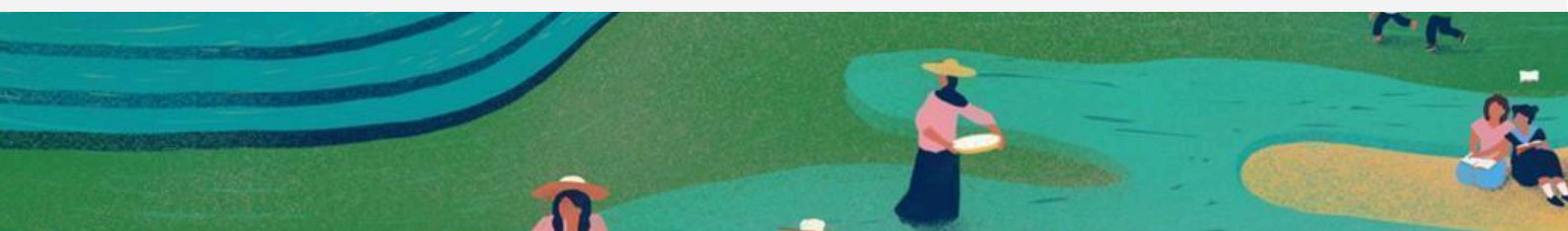




- The ability to write compelling and concise copy for social media, adapting content for diverse audiences and platforms.
- Familiarity with audience personas and audience-first content strategies.
- Strong attention to detail and organisational skills.

Desirable Skills:

- Familiarity with social media management tools (e.g., Loomly), analytics tools (e.g., Supermetrics, Google Analytics), and CRM systems (e.g., Salesforce, Monday).
- Language skills in Chinese, Hindi, Bengali, Urdu, Nepali, Spanish, or Portuguese.
- Experience working within multi-project organisations and collaborating with partner organisations.
- Experience managing social media ads and analytics reporting (especially on LinkedIn).
- Familiarity with content commissioning processes (writing briefs, research, etc.).
- The ability to work effectively with remote teams and manage task distribution.






Further Information and Benefits

- **Salary:** £36,035.70 per annum.
- **Working Hours:** 32 hours per week from 9am–6pm. We offer a four-day working week, with full-time pay.
- **Contract Type:** 12 months, with a view to renewal.
- **Hybrid Working:** Staff must attend the office at least two days per week. Attendance is mandatory on Tuesdays and staff can choose which other day(s) they attend.
- **Pension:** Defined contribution pension plan, with 5% employer contribution, 4% employee contribution, and 1% tax relief contribution into an ethically conscious pension plan.
- **Holidays:** 20 days per annum (pro rata), plus Bank Holidays.
- **Location:** Shoreditch, London.
- **Culture:** Our office is a bright open-plan working space, with a great staff culture, a friendly and dynamic team, and an office dog called Poppy.

We encourage applications from all regardless of age, sexuality, socio-economic background, disability, ethnicity, gender, religion, or beliefs. We are committed to building a culture of belonging and inclusion, and this is reflected in our policies and practices. We work to support our employees to achieve a healthy work-life balance.

For detailed information on how your personal data is processed, please review the [Privacy Policy](#) on our website.





How to Apply

- Please send a CV with references, a cover letter, and portfolio to: apply@dialogue.earth.
- Applications should be submitted in English.
- Applications and cover letters written entirely by AI will not be accepted.
- The application deadline is 9am BST on Thursday, 1st May 2025.

