

# Digital Specialist - Spain

<b>Department:</b>	Campaigns
<b>Reviewing Manager:</b>	Head of Italy
<b>Job Type:</b>	Fixed term – 6 months; Part-time 3 days per week
<b>Location:</b>	Remote working from Italy

[Compassion in World Farming International](#) is a leading global organisation working to end factory farming. Founded in 1967 by British farmer Peter Roberts, we've spent over 50 years driving change, successfully campaigning to ban cruel practices such as barren battery cages, veal crates, and sow stalls across the UK and Europe.

Our work combines advocacy, campaigning, and collaboration with policymakers and businesses to promote animal welfare and sustainable food systems. We envision a future where animals are treated with compassion, and farming supports both people and the planet. To learn more about our mission, culture, and opportunities, please explore our [Candidate Pack](#), and [Careers Page](#).

## Part 1: JOB SUMMARY

### 1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help [Compassion in World Farming](#) to end factory farming. This role will contribute by providing a long-term strategy for the country, ensuring a digital presence in Spain, through communications, website and social media, and at the same time, being first point of contact of supporters and donors.

### 2. POSITION IN ORGANISATION

- Reports to Head of Italy
- Working closely with the Italian team and the International GIG team
- Works in close liaison with the HQ team

### 3. SCOPE OF JOB (These are expanded on in Section 6)

- Contribution to departmental campaign and communications delivery (including website and social media)
- Act as the first point of contact and responsible for engaging with all Spanish supporters, activists, fans, followers and donors

### 4. DIMENSIONS & LIMITS OF AUTHORITY

- Assists with delivering campaigns and communications
- With due assistance, responsible of engaging with supporters and donors

### 5. PERSON SPECIFICATION

<b>Proven Ability, Qualifications &amp; Training</b>
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<b>E - Essential</b>
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	<b>D - Desirable</b>
Spanish native speaker	E
Demonstrable knowledge and practical experience of the principles of online communications	E
Good working knowledge of HTML / CSS etc...	E
Excellent track record in writing compelling web content	E
Good oral and written communication skills in English	E
Experience of using social media to engage existing and new online audiences	E
Experience of creating and delivering mass email broadcasts to customers / supporters	D
Understanding / experience of the NGO / voluntary sector	D
<b>Skills, Knowledge &amp; Attributes</b>	<b>E - Essential D - Desirable</b>
Creating web pages, by writing coding or using a content management system or a blogging tool or (ideally) all three	E
Familiarity with graphics applications, e.g.	E
Photoshop, Fireworks etc.	E
Knowledge of animal welfare	D

## Part 2: DUTIES AND KEY RESPONSIBILITIES

### 6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

#### The management of the CIWF Spain website

- Upon supervision of the Head of Italy, writing, creating and uploading web content (copy, images, actions etc)

#### Development of Managing all outbound communications to our Spanish digital movement (email, social media, online display etc

- With the supervision of the Head of Italy and practical help by the Italian team creates content for and performs email broadcasts
- Keeps social media up to date and replies to queries and commentaries.

#### Press releases

- With the supervision of the Head of Italy translates/creates press releases and launches them

#### Supporter/Donor engagement

- First point of contact for any existing donor, supporter and follower query
- Providing excellent standards of care and attention to the movement (handling queries and communication via on and offline communications)
- Helps managing the thanking, and reporting of donations to the Spanish branch

#### Spanish coalition meetings

- If requested by the Head of Italy, participates in dedicated coalition meetings involving particular campaigns actions or any institutional meeting involving
- Coalition work

### 7. CIWF VALUES:

Core Values:

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming's mission and goals.

### 8. ADDITIONAL TASKS:

To assist with other departmental duties where necessary, as listed below:

- Travelling internationally, as needed to fulfil your role.
- Sharing knowledge through formal and informal training sessions with staff and key stakeholders.
- Occasionally working outside standard office hours, in line with organisational procedures and requirements.
- Ensuring the health and safety of yourself and others in the workplace.
- Acting in accordance with Compassion in World Farming's Ethical Policy.
- Complying with data protection legislation and internal policies on privacy and information security.
- Delivering training on your areas of expertise when requested by your line manager or senior leadership.
- Undertaking other duties appropriate to your role, as required by your line manager.
- Actively promoting and supporting equality, inclusion, and diversity across the organisation.

Signature of Employee ..... Date .....