

# Digital Campaigns and Engagement Officer

Welcome! Thank you for your interest in Surviving Economic Abuse. We are delighted to hear from you.

Surviving Economic Abuse is the only UK charity dedicated to raising awareness of economic abuse and transforming responses to it. Since we were founded in 2017, we have successfully campaigned to outlaw economic abuse as a form of coercive control, raised awareness and driven lasting systemic change for victim-survivors. But there is still so much more to do. Our exciting three-year strategy sets out our ambitious goals to drive impact at scale for victim-survivors.

We are looking for an exceptional candidate to play a central role in the delivery of Surviving Economic Abuse's new digital engagement strategy by producing high-quality, impactful communications and compelling campaigns to extend our reach and to engage, inform and mobilise our audiences.

You will be responsible for managing and growing our digital presence across social media and ensuring this translates into action through our website and newsletters. This will include creating content tailored to victim-survivors and their family and friends, financial services professionals, policymakers, funders and other stakeholders. As part of this role, you will help us develop and deliver digital campaigns that amplify our campaigning and policy work, as well as deliver communications to support our fundraising, consultancy and training.

This role is ideal for someone with bags of initiative, strong creative instincts, and the ability to turn complex issues into compelling digital content tailored to engage and mobilise different audiences.

We very much look forward to receiving your application.



**Sam Smethers, Chief Executive**

## Digital Campaigns and Engagement Officer

Job Title: Digital Campaigns and Engagement Officer

Reporting to: Communications Manager

Location: Home-based with occasional UK travel

Salary: £35,000 per annum

Contract: Full-time (35hrs per week) can be worked flexibly. Fixed term for 12 months.

**This post is only open to women applicants, as being a woman is considered a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.**

### What we offer

- 25 days annual leave, and Statutory Bank Holidays
- 5 Wellbeing days (discretionary, non-contractual)
- Working from home
- Flexible working and TOIL
- 5% Employer Pension Contribution
- Reflective practice
- Employee Assistance Programme
- Enhanced sick pay, family leave (including 13 weeks full and 13 weeks half maternity, adoption, or kinship care pay, and 4 weeks paid paternity leave), and 5 days paid carers leave.
- The chance to be part of our highly professional, supportive team

## About SEA

We are the only UK charity dedicated to raising awareness of economic abuse and transforming responses to it. **We work to save lives and stop economic abuse forever.**

**Our vision** is a world in which all women and girls achieve economic equality and can live their lives free of abuse and exploitation. Not only surviving but thriving.

**Our mission** is to raise awareness of economic abuse and transform responses to it.

To achieve this, we must ensure that the policies and practices of financial services firms, domestic abuse support services, public services and government reflect the needs of all victim-survivors of economic abuse.

We are committed to [centring victim-survivors in all that we do](#) and broadening our understanding of the needs of survivors, particularly those who are marginalised within society. We work alongside the Experts by Experience Group – a group of victim-survivors whose voices and experiences shape our work.

Our primary focus is on influencing the women's, public and financial services sectors, to create a model for improved support for victim-survivors of economic abuse, calling on government to facilitate these changes and work with them to improve their systems and practice. To find out more about our story and journey since we were founded in 2017, please visit <https://survivingeconomicabuse.org/about-us/our-story/>

## Our values

- **We are purposeful** – everything we do is driven by our passion to make the world a safe and equal place for women.
- **We learn and share** – our team is curious, reflective, always learning and eager to share its expertise.
- **We work in partnership** – We know that we can only achieve our goals if we work alongside others – our colleagues, the women who inspire our work and our partners.
- **We are agile** – We are creative in meeting the challenges that must be overcome to create change.
- **We believe** – Our work is centred on survivors of economic abuse: their experiences and knowledge shape how we respond.
- **We value equity** – We believe in fairness and justice and we focus on removing barriers caused by systemic inequalities.

## About the role

### Main Responsibilities

#### Digital engagement strategy delivery

- Implement SEA's digital engagement strategy across social media and other digital channels, ensuring the charity's work is reaching and engaging target audiences.
- Collaborate with colleagues across the organisation to ensure digital activity reflects SEA's strategic priorities, expertise, brand and values.
- Coordinate content calendars and ensure consistency of messaging, campaign timing and brand across digital channels.

#### Content

- Lead on content development and management of social media channels (organic and paid) across platforms such as Instagram, Facebook, LinkedIn and BlueSky. This may include launching and establishing the charity on other channels, i.e. TikTok.
- Create engaging, accessible and survivor-centred branded content (graphics, producing and editing short-form videos, reels and stories), tailored to different audiences and platforms.
- Write impactful copy tailored to different audiences, including survivors, supporters, professionals, policymakers and partners.
- Work closely with the Survivor Engagement Team to identify victim-survivors who want to tell their story and support them to safely share it on our owned channels.
- Support colleagues to create on-brand, employee-generated content for both their own and SEA's social media channels.

#### Community management and influencers

- Engage with followers and target audiences through community management, cultivating a community online that grows and mobilises our networks.
- Monitor the charity's social media channels, responding to comments and messages appropriately, sharing intelligence and escalating risks.
- Monitor the external context and identify opportunities to advance the charity's mission and strategic priorities.
- Build and maintain excellent relationships with target micro influencers on social media to help amplify the reach and impact of our communications.

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#### Surviving Economic Abuse

## Campaigns and supporter mobilisation

- Develop, drive and execute SEA's digital campaigns to grow engagement and raise awareness of economic abuse, ensuring we reach and inspire new audiences.
- Develop and implement movement-building and mobilisation plans and tactics for SEA's priority campaigns, including proactively identifying opportunities.
- Develop and execute social media plans that engage new audiences in our work for key campaign moments, for example, Economic Abuse Awareness Day.
- Develop e-actions and campaign webpages to amplify our campaign messages and grow and mobilise our supporters.
- Create email newsletters and campaigns to deepen our engagement with our audiences.
- Identify creative digital engagement opportunities to support our influencing, income-generation and partnership work.
- Deliver survivor-centred and co-produced approaches to digital engagement in collaboration with survivors and the Survivor Engagement Team.
- Contribute to the successful delivery of SEA's EDI strategy by developing inclusive and diverse content and engaging diverse audiences.

## Digital marketing

- Deliver digital marketing campaigns, including paid advertising through Meta, LinkedIn and Google Ads, to support SEA's organisational priorities.
- Deliver, monitor and optimise digital marketing campaigns as part of SEA's training and consultancy marketing strategy.
- Help manage and optimise digital advertising budgets for awareness, fundraising, and training and consultancy promotion.
- Use analytics tools (Google Analytics, social insights, ad-platform metrics) to track, report and optimise digital marketing campaign performance.

## Brand

- Act as a brand guardian by supporting the implementation of the charity's brand guidelines and templates, ensuring consistency and an unmistakable look.
- Ensure all digital outputs are on-brand, audience-appropriate and mission-aligned.
- Review copy and materials produced by other team members to ensure brand consistency as needed.

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### Surviving Economic Abuse

- Protect and maintain the charity's brand and reputation, identifying risks and working with team members to effectively respond.

### **Analytics, evaluation and innovation**

- Monitor and evaluate analytics for internal reporting and to inform future innovations, implementing learnings to improve digital performance across social media, website and newsletters.
- Monitor trends and best practices across digital platforms to ensure content is relevant and high-performing, spotting opportunities to innovate and experiment.
- Optimise digital content to ensure it is tailored to target audiences and platforms.
- Monitor email performance metrics and refine journeys to increase engagement and conversions.

### **General Duties**

- Work with victim-survivors to ensure our digital communications and campaigns are survivor-centred.
- Promote the charity's communications campaigns internally and ensure team members have clear messaging and guidance on how to support on social media.
- Support the press office function on an ad-hoc basis, for example, by answering the press phone or monitoring and responding to media enquiries as needed.
- Support the Head of External Affairs to deliver a regular series of webinars to promote our work and grow our supporter base.
- Support the charity's communications more widely as needed, including taking on additional tasks from the Communications Manager as required.
- To contribute to the promotion of SEA and its work.
- To participate and contribute to team meetings and organisational development.
- To engage in learning and take responsibility for your own personal development; and
- To comply with SEAs policies and procedures and legal requirements, such as provisions set out in the GDPR, Health and Safety at Work Act 1974 and Equality Act 2010.

**This role description is not exhaustive. The postholder may be required to take on additional duties which are not specified here but which are in scope of the role.**

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### **Surviving Economic Abuse**

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## Person specification

### Essential knowledge, skills and experience

- Proven experience running social media for brands, organisations, or campaigns, delivering growth in audience, reach, engagement, and conversion, particularly across Instagram, TikTok, and other video-first platforms.
- Good understanding of campaigning and activism, with experience creating digital campaigns that engage supporters, build momentum, and drive action while supporting wider organisational and fundraising goals.
- Experienced in delivering end-to-end digital campaigns, from planning and audience-led content creation (copy, graphics, video content) through to delivery, reporting, and evaluation.
- Confident translating complex policy and campaign messages into accessible digital content while maintaining a consistent brand voice and managing reputational risks.
- Highly organised, proactive, and adaptable, with strong interpersonal skills and the ability to manage multiple priorities.
- Experienced in working sensitively with people with lived experience, supporting safe, ethical and empowering storytelling.
- Strong commitment to equity, inclusion, diversity, and delivering trauma-informed, survivor-centred communications grounded in SEA's feminist analysis.

### Desirable knowledge, skills and experience

- Experience working in the charity or non-profit sector and/or on issues related to gender equality or violence against women and girls.
- Experience working independently in a remote team environment.
- Strong understanding of domestic, including economic, abuse.

## Working arrangements

- Candidates must have the right to live and work in the UK. All posts, including remote posts, must be based in the UK.
- This is a remote role but may require some travel across the UK and to London as well as occasionally working outside of agreed hours, including at weekends, which is taken back as time in lieu.

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### Surviving Economic Abuse

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- A laptop and mobile phone are provided, and reasonable travel expenses are covered.
- The whole SEA team meets virtually on a weekly and monthly basis, with in-person meetings 3-4 times per year.
- Due to the nature of our work and this role, appointment will be subject to satisfactory Disclosure and Barring Service (DBS) check and references.

## To apply

**This post is only open to women applicants, as being a woman is considered a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.**

Please apply on-line at: <https://survivingeconomicabuse.org/jobs-at-sea/>, or by contacting [recruitment@survivingeconomicabuse.org](mailto:recruitment@survivingeconomicabuse.org) to request an application form.

If you would like an informal discussion about the role, please contact [recruitment@survivingeconomicabuse.org](mailto:recruitment@survivingeconomicabuse.org).

**Applications close at 11.59pm on Tuesday 26 May 2026.**

**Interviews are scheduled to take place virtually via Teams week beginning Monday 15 June 2026.**

We will guarantee an interview to disabled candidates who meet the essential criteria for the role. Please indicate this on the application form when you apply.

SEA is committed to protecting your personal data in accordance with GDPR. By applying for this role, you consent to the processing of your personal data for recruitment purposes. For more information on how we handle your data and your rights, please read SEA's Candidate Privacy Notice

Surviving Economic Abuse (SEA) is committed to developing an inclusive team which reflects the diversity of the communities we support. Our culture celebrates diverse voices, and we particularly encourage applications from Black and minoritised applicants and disabled applicants who are under-represented at SEA.



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