



Project Scope - Freelance Digital Communications Coordinator

Campaign Against Arms Trade (CAAT) seeks a freelance digital communications coordinator to help us kick-start our 2025 campaigning strategy. This position is initially two days per week for six months from November 2024 and is suitable for someone with experience engaging with the wider public in a campaigning setting.

This role will work primarily with CAAT's communications team to develop and implement a new communications outreach strategy through social media and email to complement our traditional media work. The CAAT team works remotely, so this role can be based anywhere within the UK without the obligation to travel or attend in-person meetings.

What CAAT needs from this role:

1. Develop a communications strategy that works alongside our traditional media, research and campaigning outputs across all four of our live work areas to help CAAT deliver its objectives with maximum impact.
2. Create tools and templates that the whole staff team can use to increase the outreach of CAAT's work, such as on Canva for Instagram, Twitter, etc. We are open to any ideas you may have
3. Help to implement the strategy, including creating content and producing scheduled communications, as part of the wider communications team.
4. Coordinate content production across the team.
5. Evaluate the performance vs the strategy by analysing and presenting current social media and email response metrics to support the development of key campaign messaging unique to CAAT's audiences.

Key skills, experience and qualities:

- Support for and understanding of CAAT's objectives, aims, and values and a commitment to equality, diversity and inclusion.
- Demonstrable experience in successful communications work across social media and via email outreach for campaigns or other social projects, including list growth and campaign action uptake.
- Ability to write in a clear, accessible and engaging way.
- Experience in the use of CRM software for e-mail mailouts.
- Skilled in the effective use of multimedia tools, e.g. Instagram, Facebook, Twitter, Youtube - as well as any other channels you may find effective - and how to monitor and report on the effectiveness of communications.
- Creativity and drive to work independently and within the campaigns and research team at CAAT.

As a freelance consultant at CAAT, you will have the flexibility to manage your own day, with regular check-ins with at least one member of the CAAT campaigns and research team.

CAAT pays freelance contractors a day rate of £277.78 (£39.68 per hour).

Please tender an application for this role by sending a CV, covering letter and some examples of your work (this could be paid or unpaid work - we value voluntary experience as much as paid work) to recruitment@caat.org.uk.

Deadline: Monday 4th November, 10am