



STEELWATCH

Bringing climate urgency to steel

Digital Communications Officer

OPPORTUNITY:

The steel industry is one of the biggest drivers of global climate emissions, and yet it barely registers in public debate. Most people don't know it, and too many inside the industry prefer it that way.

At SteelWatch, we're working to change that. We run corporate campaigns, challenge industry greenwashing, and push the world's biggest steel companies to act with the urgency the science demands. Digital is central to how we do it, it's how we reach investors and decision makers, shape narratives and make noise in places that matter.

We're looking for someone who lives and breathes digital to help us do that better. If the idea of putting your skills to work on one of the most underloved challenges in the climate movement appeals to you, read on.

ABOUT THE ORGANISATION

SteelWatch is an international climate campaign organisation established in June 2023, driving corporate accountability and action in the steel sector. Our vision is a steel industry that underpins a thriving zero emissions economy.

We run corporate campaigns and challenge the global steel industry to replace complacency with urgent action in line with the science-based pathway. SteelWatch has established a strong visible presence among civil society and steel industry stakeholders. We are increasingly recognised as an authoritative and challenging voice on steel decarbonisation, invited to engage in industry events and debates internationally.

ABOUT THE ROLE

We are seeking a skilled and experienced Digital Communications Specialist/Officer to manage SteelWatch's digital infrastructure and content strategy. You'll bring seasoned digital expertise to a small, fast-moving team where your judgement will matter as much as your technical skills.

You will be responsible for the hands-on delivery and coordination of our digital presence, including managing our global social media channels, running day-to-day operations of our WordPress website and leading digital optimisation. A key component will be setting



up and maintaining tracking systems and producing actionable digital insights to inform internal decision-making and campaign tactics. This role requires a strong focus on utilising digital tools and data to engage key stakeholders and deliver SteelWatch's point of view on climate ambition in the steel sector.

RESPONSIBILITIES

1. Run SteelWatch's English language social media channels

- Coordinate and run SteelWatch's global social media channels (LinkedIn, Bluesky, X as relevant) working in collaboration with comms, campaign and data teams.
- Finalise draft content from colleagues into publishable social media posts, via editing for clarity and tone, structuring copy for different platforms, adding relevant tags, and links, and ensuring alignment with SteelWatch messaging and style.
- Manage the internal social media publishing workflow, including selecting or producing visuals, uploading draft posts to Monday.com for review, tracking approvals, incorporating feedback, and ensuring posts are scheduled or published at the agreed time.
- Analyse engagement and identify key voices and opinion leaders on social channels to strengthen our channel strategies.
- Develop graphics, visual and video content for internal and external comms.
- Maintain SteelWatch photo and video archive and ensure usability and access across the team.
- Coordinate with colleagues posting on Japanese language channels to share, adapt and align content.
- Track and manage community engagement across SteelWatch's social media channels, including responding to comments and messages, moderating discussions and escalating to necessary colleagues when necessary.
- Create and run paid promotion plans (e.g., LinkedIn, Meta, Google) to amplify priority content and reach target audiences, ensuring cost-effective and strategic use of budgets.

2. Maintain and develop SteelWatch website

- Run day-to-day operations of the WordPress-based SteelWatch website.



- Make minor website improvements (layout, plugins, content modules, troubleshooting) and manage external developers for more complex technical work.
- Oversee site set up, structure, navigation, and user experience to ensure a solid, reliable, and user-friendly digital infrastructure.
- Lead ongoing SEO optimisation (technical, content, metadata, indexing) and track performance.
- Periodically review website content and performance and make recommendations for updates.
- Serve as the primary point of contact for external website developers, managing ongoing communication, briefing, and coordination between the internal team and developers. Ensure clear scoping of work, monitor progress against agreed timelines, uphold quality standards, and proactively troubleshoot technical issues in close coordination with internal colleagues and external experts as needed.

3. Analyse traffic, prepare reports and recommend improvement

- Set up and maintain tracking systems (UTMs, analytics dashboards).
- Overall responsibility for monitoring performance across website, social media, email and ad campaigns
- Produce quarterly and annual digital insights for internal decision-making.
- Recommend tactics based on data and experimentation.

Essential Skills & Experience

- Solid, demonstrable experience in digital communications and managing social media, we care more about what you've built and run than years of experience.
- Track record as a team player, able to collaborate effectively with a wide variety of colleagues across disciplines, cultures and geographies.
- Experience managing channels across multiple platforms (LinkedIn, Bsky, Twitter, YouTube).
- Working knowledge of WordPress (editing, page-building, plugins, small fixes).
- Experience analysing digital performance and producing actionable insights.
- Strong project management skills; able to coordinate multiple tasks and stakeholders
- Excellent written and verbal communication skills in English (proficiency in other relevant languages is a plus).



- Strong content instincts, you know what lands, how to sharpen a message, and when to push back on a draft.
- Experience in creating engaging visual or video content
- Proven track record as a team player, able to work well with colleagues across cultures and geographies, creating respectful collaborative relationships and efficient teamwork.

Desired skills and experience

- Experience in advocacy, campaigning, or mission-driven organisations.
- Experience in a fast-paced environment.
- Proven strong organisational skills to coordinate multiple inputs and manage different deadlines, working on immediate tasks
- Desire and ability to take initiative and to learn as you go.
- Enthusiasm to work with colleagues who bring different skills and expertise, and many of whom are on a learning curve about steel.

About you - essential qualities you need

- Enthusiasm to use your technical skills and knowledge to strengthen change-making and campaigning activities of the team.
- Comfortable working with fluidity and the flexibility of a young organisation, able to work independently and able to adapt to team priorities, committed to investing in strengthening the organisation.
- Comfortable in a fully-remote working environment, and able to adapt to the team working practices and team building of an online environment.
- Ability to work early or late hours on some days to overlap with other time zones and to travel at least twice per year.

ADDITIONAL INFORMATION

Location

This role is open to candidates located in timezones UTC -1 to UTC +4. We welcome applications from candidates in Africa or the Middle East.

Ways of working:

- Location: work location is remote from your home base. Staff members work remotely and online on a daily basis.
- Some travel, likely a few weeks a year, is an essential part of the role. If you are constrained in your ability or permissions to travel, please discuss this before investing in an application.



- Travel to an annual full team retreat is essential - this happens once a year and may be in Asia, Europe or other. Additional travel for events and face to face time is expected.
- While we offer flexibility for you to work away from home base, this will need to be coordinated with travel of other colleagues, may depend on timezone changes and/or be limited by legal contracting constraints.

Working conditions and benefits

- Working hours are flexible. Core working hours vary by location, with 9-12 CET being core hours for collaboration across timezones. Whichever time zone you are in, you will need to have flexibility to work early or late across different time zones straddling Asia Pacific/ Europe/ UK/ Africa. Work may occasionally be required outside of this standard time frame to meet deliverables. This could specifically include working earlier hours to coordinate with the Asia-based team. You also have the opportunity to build in some flexibility around your own non-work commitments.
- This role is full time, 5 days/week.
- The initial contract period will be up to 12 months with a possibility to renew, depending on country regulations. The type of contract will depend on the location.
- You must have a valid work permit in the country where you plan to carry out the work. SteelWatch is not in a position to support a visa process.
- Remuneration is according to SteelWatch norms, level of experience and location of employment. For this role, a Netherlands-based salary is in the range of EUR 47,963-EUR 69,280. Salaries are adjusted by location.
- Our leave policy, unless varied by national regulation, provides 34 days in total combining public holidays and paid leave in all countries, plus birthday leave and inspiration time.

Ethics: we are a values-based organisation. Every staff member and consultant is asked to sign our Ethics statement and help us as an organisation live up to our values.

Equal opportunities: we strive to be an equal opportunities employer. We actively welcome applications from candidates from historically underrepresented groups in the climate change movement. If you require any adaptation or assistance during the application process, please be sure to let us know so that we can adjust.

HOW TO APPLY



We expect candidates to have reviewed our website and in our LinkedIn profile. If you find your skills and ambition align with us, please:

Please submit your application, consisting of a CV (maximum 2 pages) and a cover letter (maximum 2 pages), to Gozde Incegul, Communications Lead, at opportunities@steelwatch.org.

Your Cover Letter Must Include:

1. **Role Alignment and Personal Perspective:** Explain how this position aligns with your career goals and showcases your unique skills. Please ensure your response is personal and specific, as we are looking to avoid generic or AI-generated applications.
2. **Logistics:** Clearly state your intended country of work, your legal right to work or valid working visa status for that country, your salary expectations, and your earliest start date.
3. **Required Short Answers (One paragraph per question):**
 - **Question 1:** Review SteelWatch's LinkedIn page. Identify one aspect of our LinkedIn presence (<https://www.linkedin.com/company/93653658/>) that you think works well and explain why it is effective.
 - **Question 2:** Based on your review of SteelWatch's LinkedIn page, identify one improvement you would suggest to strengthen our digital communications. Briefly explain your reasoning and what you would change in practice.

Important Application Guidelines:

- **Do not** send your CV to a personal email address.
- **A cover letter is mandatory;** applications without one will not be reviewed.
- **File Naming:** Ensure the documents' filenames include your full name (e.g., *Jane Doe CV* or *John Smith Cover Letter and the position applied for*) and do not use generic names like *SteelWatch application*.
- Applications are reviewed on a rolling basis.
- Applications sent to other email addresses or via LinkedIn messages will not be reviewed.