JOB TITLE: DIGITAL ENGAGEMENT OFFICER

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| Salary: **£24,696 - £25,501 (+£3,000 London Weighting)**  Hours: **37.5 hours per week**, 5 days per week | Contract: **Permanent**  Based: **London / open to other UK locations** |

CITIZENS UK

Citizens UK (CUK) organises communities to act together for power, social justice and the common good. We are the home of broad-based Community Organising in the UK, with diverse civil society alliances across England and Wales. We build powerful alliances that develop the leadership capacity of our members. Our alliance of member organisations includes schools, churches, mosques, synagogues, parents groups, health practices, charities and trade unions. We help our 450+ members to develop community leaders, and equip them with the skills to hold politicians and other decision-makers to account on the issues that matter to them.

Our work has led to the creation of many local, regional and national campaigns and social change projects incl.: [Living Wage Foundation](https://www.livingwage.org.uk/), [Sponsor Refugees](http://www.sponsorrefugees.org/the_story) and [Parents and Communities Together](https://www.pact-citizens.org/). We’ve achieved positive change for hundreds of thousands of people through positive interventions on wages for low paid workers, refugee resettlement and social support for new parents.

PURPOSE

We have a rich storytelling history and hundreds of amazing stories to tell. Part of a busy team of four communications specialists in a growing team, you will play a critical role in shaping our storytelling digitally and bringing coherence to many projects and activities through our project websites and CUK social media channels.

The principal purpose of this role is to help CUK, its chapters, projects and member institutions creatively communicate, both the practice and the successes of Community Organising. You will be developing materials to share with our members, stakeholders and the wider public through our digital channels as well as helping update and maintain our website.

You’ll be a strong communicator with the ability to tell a story in short time frame, with brilliant instincts for how to take complex issues and translate them into strong digital campaigns for multiple audiences. You’ll be tech savvy and have experience using a website CMS, using your skills to work with multiple stakeholders and competing priorities. The ideal candidate will be analytical and adaptable, able to demonstrate using analytic tools to test and learn new approaches to campaigning and amplifying voices at the heart of community stories.

MAIN RESPONSIBILITIES

Working as the Digital Engagement Officer for Citizens UK, your main responsibilities will include:

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| Strategy Development | * Participate in development of the communications strategy, contributing tactical and creative ideas around implementation. * Lead on creating a test and learn social media strategy that includes supporting and upskilling stakeholders in running their own channels. * Lead on a website strategy that places storytelling and clear visual and video content at the heart so that CUK is better understood to new audiences * Ensure that the delivery of the communications strategy is aligned with Community Organising principles. |
| Materials Development & Dissemination | * Provide website support to internal stakeholders * Support the Marketing and Content Officer to develop and maintain video and imagery content for the charity’s websites, social media platforms and media engagement * Produce high quality content that adheres to the brand guidelines and work with colleagues to support their capacity, understanding and use of brand assets * Attend events such as training or public actions and citizens assemblies to capture positive and active images and video of leaders. |
| Social Media, Email & Website | * Work with key stakeholders and internal teams to manage a consistent social media content plan, produce engaging daily content and create eye-catching visuals and videos relevant for different audiences * Manage website content updates for campaigns including optimising landing pages and conversion funnels. * Assist with website copywriting, proofing and updating * Ensure all content is produced to support accessibility * Work with stakeholders to continually test, learn and improve on our website and social media channels * Monitor analytics of social media channels and the website to deliver againsts KPIs * Ensure final output is created in the most appropriate formats * Support on email campaigns – data management, copy and creative execution, testing strategy for optimisation. * Analyse and report on campaign response and ensure learnings are applied for future campaigns. |
| Internal Comms & Knowledge Management | * Update key communications files and assets; ensuring GDPR compliance and that informed consent is obtained if required. * Maintain a brand centre for photos, video and other digital assets. * Contribute to the maintenance of the Editorial Calendar * Provide training to key members of staff to upskill colleagues. * Act as a brand ambassador for the whole organisation. |
| Internal Relationships | * Demonstrate ability to coordinate and advise on the social media, website and creative work of colleagues across the organisation and work with external suppliers and providers. * Support the HR team with recruitment marketing * Provide training to key members of staff to upskill colleagues to produce engaging, on-brand content |

PERSONAL SPECIFICATION

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| **REQUIREMENTS** |  | **ESSENTIAL** | **DESIRABLE** |
| **EXPERIENCE** | Experience in identifying target audiences and devising digital marketing campaigns that engage, inform, and motivate | **ü** |  |
| A natural flare for creativity and storytelling | **ü** |  |
| Experience of managing a website and social media channels | **ü** |  |
| Experience of marketing, design, filming - gained in a professional or voluntary capacity |  | **ü** |
| **KEY SKILLS AND KNOWLEDGE** | A clear and demonstrable understanding of digital storytelling and tactics | **ü** |  |
| Computer literate with strong knowledge of web page building, graphics and social media scheduling | **ü** |  |
| Proven knowledge of Paid Media platforms – e.g. Facebook Business Manager, Google Ads |  | **ü** |
| Expertise at managing a website CMS and leading on website UX | **ü** |  |
| Excellent written and verbal communication and ability to tell stories | **ü** |  |
| Shooting and editing photography and videos |  | **ü** |
| Expertise with Adobe Creative suite or similar design and production products (e.g. Premier Pro, Fireworks, Indesign, Illustrator, Photoshop etc) | **ü** |  |
| Strong understanding of brand and design principles | **ü** |  |
| Excellent time and project management skills | **ü** |  |
| Ability to work under pressure and meet deadlines | **ü** |  |
| A flexible and adaptable approach to work | **ü** |  |
| A passion for social justice and communities | **ü** |  |
| Understanding of fundraising communications |  | **ü** |
| Basic coding skills (HTML, CSS or other relevant languages) |  | **ü** |
| Comfortable working with diverse people of all faiths and none | **ü** |  |
| A strong team player | **ü** |  |
| **PERSONAL QUALITIES AND VALUES** | Accountable | **ü** |  |
| Self-motivated | **ü** |  |
| Adaptable and innovative | **ü** |  |
| Creative and curious | **ü** |  |
| A willingness to learn about and embed the practice of Community Organising |  |  |

**The successful applicant will be required to undertake a satisfactory Enhanced DBS check.**