JOB TITLE: MARKETING AND CONTENT 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 waiting to be told. Part of a busy team of four communications specialists in a growing team, you will play a critical role in shaping our storytelling and bringing coherence to a diverse range of projects and local activities, through graphic and video content.

The principal purpose of this role is to help CUK and the teams who work in chapters, projects and member institutions to creatively communicate both the practice and the successes of Community Organising to our members, stakeholders and the wider public.

You’ll be a multi-talented content creator, with brilliant instincts for how to take complex issues and translate them into strong marketing campaigns for different audiences. You’ll have a keen design eye for visual content, video shooting and editing, and photography. The ideal candidate will be able to demonstrate using creative content both digitally and offline, to boost awareness and support community action.

MAIN RESPONSIBILITIES

Working as the Marketing and Content Officer for Citizens UK, your main responsibilities will include:

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| Strategy Development | * Participate in the development of the communications strategy, contributing tactical and creative ideas around implementation. * Develop a strong knowledge of our audiences on digital channels to drive engagement, grow impact and increase brand awareness. * Tailor content to the interests of priority audiences. * Ensure that the delivery of the communications strategy, particularly for marketing, is aligned with Community Organising principles. |
| Materials Development & Dissemination | * Produce, develop and maintain video and imagery content for the charity’s websites, social media platforms and media engagement. * Act as a brand ambassador for the organisation and work with colleagues to support their capacity, understanding and use of brand assets. * Provide graphic design support to produce content for social media campaigns, events and actions such as posters, leaflets, banners etc * Source edit and create compelling video content and film briefs/story boards, to help raise awareness about campaigns and stories. * Lead technical aspects of video content, incl. cameras, sound, lighting, design, etc. and postproduction processes. * Lead on managing creative consultants and freelancers for design work. * 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 | * Deliver on a range of digital marketing campaigns and activity including SEO, PPC and podcast, social media and email marketing. * Contribute towards monitoring KPIs across external platforms. * Film and edit videos to produce high quality content that adheres to the brand guidelines. * Ensure all materials are produced to support accessibility, including transcribing interviews and subtitling * Ensure final output is created in the most effective and appropriate formats for different channels. * Manage and execute email campaigns particularly data management, copy and creative execution, testing strategy for optimisation. * Analyse and report on campaign response and ensure learnings are applied for future campaigns. * Keep up to date with trends and adapt marketing tactics to suit. |
| Internal Comms & Knowledge Management | * Update key communications files and assets; ensuring GDPR compliance. * 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 to produce engaging, on-brand assets. * Act as a brand ambassador for the whole organisation. |
| Internal Relationships | * Demonstrate ability to coordinate and advise the marketing and creative work of colleagues across the organisation and work with external suppliers and providers. * Support the HR team with recruitment marketing and internal communications. |

PERSON SPECIFICATION

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| **REQUIREMENTS** |  | **ESSENTIAL** | **DESIRABLE** |
| **EXPERIENCE** | Experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate | **ü** |  |
| A natural flare for creativity and storytelling | **ü** |  |
| Experience of marketing gained in a professional or voluntary capacity | **ü** |  |
| Working in a similar design or creative role – gained in a professional or voluntary capacity |  | **ü** |
| **KEY SKILLS AND KNOWLEDGE** | A clear and demonstrable understanding of digital marketing strategies and tactics | **ü** |  |
| Proven knowledge of Paid Media platforms – e.g. Facebook Business Manager, Google Ads | **ü** |  |
| Managing SEO and knowledge of using social media advertising tools | **ü** |  |
| Shooting and editing photography | **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 marketing |  | **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 & 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 | **ü** |  |

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