



# Digital Communications Officer

## Application Pack

<b>Closing date:</b>	5th of September 2021
<b>Interview date:</b>	Week commencing 6th of September 2021
<b>Interview location:</b>	Online

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# 1. Job Description

Momentum is recruiting a **Digital Communications Officer** who will play a vital role in our vibrant organisation. This is an exciting opportunity to take a leading role in growing and developing our online communication strategy, to innovate and break out of the bubble, and bring progressive ideas to a mass audience.

We encourage applicants from a diverse range of backgrounds. We particularly welcome BAME, working class, women, LGBT+ and disabled applicants.

This role is 4 days per week for a fixed term of 12 months, and can be performed from anywhere.

**Reports to:** Digital Media Lead

**Other Management/Coordination:** Working closely with the Communications Team and Head of Communications

**Staff Management Responsibility:** N/A

**Financial Management Responsibility:** None

**Salary:** £21,104 to £24,016 p/a, with London weighting. £18,304 to £21,216 p/a without London weighting.

**Location:** Our office is located in London but the role can be performed from anywhere.

**Job Purpose:** To work with the Digital Media Lead and wider Digital Media team to help develop and implement a social media and digital communications strategy that successfully furthers Momentum's strategic and organisational objectives.

## Duties and Responsibilities

### *Social Media Channel Development and Management*

- Working with the Digital Media Lead and the wider Digital Media team to develop and implement a researched and evidence-based social media strategy for Momentum
- Driving innovation and identifying new social media opportunities
- Monitoring news and current events for relevant opportunities
- Managing social media accounts, posting and engaging with audience responses Facebook, Twitter, Instagram, YouTube, TikTok and others which may develop

- Content creation and copywriting, scheduling and management of the content calendar
- Producing graphic content for our social media accounts
- Maintaining visual and tone of voice identity across all social media platforms
- Ensuring promotion of allied campaigns, local group activities, etc as appropriate

*Advertising:*

- Create, test, monitor and report on campaigns to ensure best performance
- Build and maintain audiences as required for different campaigns/growth objectives
- Develop routes of engagement and retargeting as part of broader growth and fundraising strategy in conjunction with comms and digital teams

*Analytics, reporting, research and development*

- Monitoring and reporting results across social media platforms to gain insights
- Researching industry and political best practice, new developments and innovations, across social platforms

## 2. Person Specification

### Essential Attributes

- A highly motivated individual who is committed to Momentum's strategic goals
- Someone capable of organising their time effectively and prioritising goals under pressure, as well as responding to unexpected events as and when they occur
- Someone who is capable of taking the initiative and assuming responsibility for the completion of tasks in line with Momentum's strategic goals
- Someone with good interpersonal skills who can foster a community and engage positively with Momentum members and the wider public on difficult and sensitive issues
- Someone who is creative as well as analytical and data driven

### Knowledge

- Understanding of Momentum's strategic goals and the wider political context in which it operates
- Knowledge of the labour movement and the Labour Party
- Knowledge of the latest trends in digital communications

### Essential Experience

- Experience of managing social media accounts, and creating and scheduling content.

- Familiarity with Facebook/Instagram/Twitter/Youtube/TikTok platforms and tools
- Experience writing social media copy and creating graphics

### **Desirable Experience**

- Experience with Adobe Photoshop, Illustrator, Premiere
- Experience of coordinating across a diverse range of stakeholders and of operating in a high-pressure environment
- Experience of digital advertising principles and platforms, eg Facebook ad manager
- Basic html and experience with CMS such as Wordpress

## **3. How to apply**

To apply for this role, please complete this application form [here](#) and return it to [hr@peoplesmomentum.com](mailto:hr@peoplesmomentum.com). Momentum is committed to equal opportunities and diversity at every level of the organisation. Therefore, we would appreciate you completing this short (optional) equal opportunities monitoring form [here](#), and sending it to [hr@peoplesmomentum.com](mailto:hr@peoplesmomentum.com).

If you would like further information about the role, please contact [ollie.hill@peoplesmomentum.com](mailto:ollie.hill@peoplesmomentum.com)

- Momentum's website can be viewed [here](#).
- Momentum's social media accounts can be viewed here:
  - [Facebook](#)
  - [Twitter](#)
  - [Instagram](#)
- Momentum's constitution can be viewed [here](#).