



# Media Communications and Growth Officer

## Application Pack

<b>Closing date:</b>	Friday 28 January 2022
<b>Interview date:</b>	TBC
<b>Interview location:</b>	Online

# Contents

1. Job description
2. Person specification
3. How to apply

# 1. Job Description

Momentum is recruiting a Member Communications and Growth Officer, who will play a vital role in our vibrant organisation. This is an exciting opportunity to take a leading role in communicating with our tens of thousands of members and supporters, encouraging them to take action and driving Momentum's fundraising.

We encourage applicants from a diverse range of backgrounds, and we particularly welcome BAME, working class, women, LGBTQ+ and disabled applicants. This role is 0.8 FTE (4 days per week) and permanent, and can be performed from anywhere.

**Reports to:** Head of Communications

**Other Management / Coordination:** N/A

**Staff Management Responsibility:** N/A

**Financial Management Responsibility:** N/A

**Salary:** £26,380 to £30,020 (pro rata), with London weighting. £22,880 to £26,520 (pro rata) without London weighting.

**Location:** Hybrid; based in London office or working remotely.

**Job Purpose:** To engage Momentum members and supporters with politically relevant email communications, and using these communications to drive member engagement, action and fundraising.

*Momentum has tens of thousands of members and supporters and they are at the heart of everything we do. The Member Communications and Growth Officer (MCGO) will take responsibility for making sure Momentum's email communications inform, engage and mobilise our members and supporters, providing them with routes to action at the local and national level. The MCGO will also lead our fundraising drives among our members and supporters, designing and delivering timely fundraising campaigns that inspire and motivate members to financially support Momentum at this critical time.*

## **Duties and Responsibilities**

### **Members and supporter communications**

- Lead on planning and drafting email communications to Momentum's tens of thousand of members and supporters, ensuring that different groups of members and supporters receive tailored email communications and journeys.
- Facilitate and advise NCG and staff requests for emails and other communications to members and supporters.
- Work with the Organising, Campaigns and Digital Teams to contribute to the development of campaign communications strategies and delivering member communications for internal Labour Party elections and national campaigns.
- Work with members to improve local group communications to increase member participation.

### **Growth and fundraising**

- Lead on designing and delivering fundraising campaigns among members and supporters, setting and delivering targets, and utilising emails and peer-2-peer texting.
- Co-lead on growing Momentum's supporter database, by capitalising on political developments and utilising innovative digital tools (petitions, lobbying tools) and event sign-ups.
- Ensure the organisation meets our annual targets for supporter and member donations.
- Work with other teams to ensure fundraising is incorporated into their activities where appropriate.
- To use audience segmentation to build detailed profiles of Momentum members, their activity and donation history.

### **Other duties**

- Responding to data requests from local Momentum groups.
- Drafting copy for the Momentum website.
- Providing social media support by contributing to discussions on content creation, looking for new social media opportunities, and drafting posts.

## 2. Person Specification

### Attributes

- A highly motivated individual, who is committed to Momentum's objectives of changing society through transforming Labour into a members-led party capable of winning elections and implementing socialist policies.
- Ability to operate in a high-pressure environment and manage multiple priorities.
- Ability to prioritise work flow.
- Good communication and team work skills.
- Readiness to adapt to new challenges and learn new technologies.

### Experience

- Using email communications to engage, inform and mobilise members or supporters of an organisation.
- Using communications across multiple platforms to raise money from small donors, grow the membership of a campaigning organisation or gather data.
- Using Nationbuilder (desirable) or comparable customer relationship management software and email marketing software.
- Developing innovative communication strategies and techniques to grow membership and supporter lists.
- Experience of writing copy to deadline and in different voices.
- Experience of organising offline fundraising events and activities.

### Knowledge

- DA deep understanding of the politics and messaging of Momentum and labour movement organisations.
- An understanding of the role communications plays in mobilising and engaging members and supporters.
- Knowledge of fundraising techniques.
- Strong IT skills or the ability to quickly learn communications platforms such as Nationbuilder, Wordpress or similar.

### 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). Please send this file as a Word document if possible.

We would also 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 [andrew.dolan@peoplesmomentum.com](mailto:andrew.dolan@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](#).