



Digital Media Lead

Application Pack

Closing date:	12 May 2022
Interview date:	Week commencing 16 May 2022
Interview location:	Online (via Zoom)

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1. Job Description

Momentum is recruiting a Digital Media Lead who will play a vital role in our vibrant organisation. This is an exciting opportunity to deliver a digital media content strategy to ensure Momentum becomes increasingly effective at campaigning to transform society and unleashing the power of grassroots members.

Reaching millions of people each year with our cutting-edge, accessible video and image content, Momentum is one of the UK's most successful digital political commentators. We are looking for someone to take a leading role on this work as we enter a new chapter in the organisation by building on the successes of the previous team while re-evaluating, innovating and improving the exciting digital communications work we undertake. If you care about using the latest digital communication techniques to build popular support for socialist ideas, as well as communicating key works and priorities to a membership-led organisation, then this role is for you.

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

Reports to: Political Coordinator

Other Management / Coordination: Attending the Communication Working Group and liaising with design freelancers.

Staff Management Responsibility: Digital Communications Officer and Video Officer

Financial Management Responsibility: Video, social, advertising and design

Salary: £28,500 to £33,000 with London weighting. £25,000 to £29,500 without London weighting.

Location: London (flexible working will be considered).

Job Purpose: To co-design and deliver a digital media content strategy that successfully furthers Momentum's strategic and organisational objectives.

Duties and Responsibilities

Digital strategy

- Develop a digital content strategy for Momentum's social media accounts (Facebook, Instagram, TikTok, Twitter and Youtube), in coordination with the Communications Team.
- Work with the Head of Communications and Political Coordinator to develop and propagate a shared identity and narrative for the organisation.
- Consult with the Organising and Campaigns teams to coordinate a digital media strategy on campaigns and key projects.

- Analyse content performance in order to report, learn and adapt the organisation's digital media strategy.
- Research new trends, platforms and competitors in the social media landscape, and identify new social media opportunities.
- Ensure the promotion of allied campaigns, local group activities and organisations as appropriate.

Content production

- Oversee and engage in the production of videos, graphics, livestreams and other digital media, both proactively and reactively, including:
 - Creating motion graphics
 - Editing videos
 - Researching and writing scripts, and
 - Producing and directing video shoots.
- Implement an efficient workflow for these projects, including creating templates, documents and assets where necessary.
- Manage content archive and maintain access to it.

Social media advertising

- Plan social media advertising campaigns and schedules.
- Create targeting strategies and contribute to audience development.
- Explore new tools to further develop strategy and expand to other platforms.
- Monitor performance and produce reports on digital campaigns.

Fundraising

- Work with Communications, Digital and Operations Teams to implement a cross-team fundraising strategy.
- Plan advertising campaigns for growth and fundraising.

Management

- Manage two members of staff to oversee their performance and professional development.

2. Person Specification

Essential Attributes

- Someone with a passion for digital communication and a commitment to communicating with Momentum members and the wider public in an accessible, exciting and informative way.
- Excellent interpersonal skills and the ability to work well with others.
- Strong organisational skills, including the ability to manage multiple priorities and work in a fast-paced environment.

- A highly motivated individual who is committed to Momentum's strategic goals and the transformation of the Labour Party into a democratic, member-led party capable of winning elections and implementing socialist policies.
- Awareness of structural inequalities along lines of class, disability, gender, ethnicity, and sexual orientation, among others, as well as the importance of challenging and overcoming these inequalities in how Momentum organises.

Essential Experience and Knowledge

- Social media management experience across multiple platforms including Facebook, Instagram, TikTok, Twitter and YouTube.
- Video production experience covering all stages of the production process including scripting, producing, directing, filming, editing and streaming.
- Experience of running digital advertising campaigns via Facebook Ads Manager, as well as other platforms.
- Project management experience.
- Line management experience.
- Adobe Premiere experience.
- Knowledge of Momentum's audiences.
- Knowledge of the latest digital communications techniques and social media platforms.

Desirable Experience and Knowledge

- Adobe After Effects, Photoshop and Illustrator experience.
- Experience coordinating across a diverse range of stakeholders.
- Analytical evidence based approach.
- Experience of working in a membership-based organisation.

3. How to apply

To apply for this role, please complete this application form [here](#) and return it to 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.

If you would like further information about the role, please contact 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](#).