



## **Communications Officer**

# **Application Pack**

<b>Closing date:</b>	Midday 26th January 2023
<b>Interview date:</b>	1-3rd February 2023
<b>Interview location:</b>	Online

# Contents

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

# 1. Job Description

*Momentum has tens of thousands of members and supporters and they are at the heart of everything we do. The Communications Officer (CO) will ensure our written communications to members are consistent, well-written and effective, taking a lead on copywriting and bulletins, while supporting our press operations as required. In this you will work with the Head of Communications and members of Momentum's elected National Coordinating Group (NCG).*

Member Communications and Fundraising 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 forward Momentum's fundraising at a pivotal moment.

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

**Reports to:** Head of Communications

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

**Staff Management Responsibility:** N/A

**Financial Management Responsibility:** N/A

**Hours:** This role is available part time, either 2 or 3 days per week (15 or 22.5 hours). This can be discussed further at the interview stage - please indicate by email when you send in your application if you have a strong preference for 2 days or 3 days.

**Salary:** £27,963 to £30,475 (pro rata), with London weighting. £24,380 to £26,919 (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 messages and communicate Momentum's message to a wide range of audiences, primarily in written form.

## **Duties and Responsibilities**

### *Communicating with members and supporters*

- Strategise member communications with the Head of Comms and wider team, and implement Momentum's communications strategy
- Write copy for emails, texts, website posts, some social media posts and other mass communications, in line with Momentum's messaging and goals
- Send out email and text communications to members as required
- Co-ordinate the production of member bulletins The Organiser and The Educator between 6-8 times a year
- Develop and implement a common tone and voice identity across communications platforms
- Ensure the accuracy and precision of communications across platforms

### *Supporting Momentum's press operation*

- Support the Head of Communications in the implementation of Momentum's press strategy, working directly with journalists when required
- Ghostwrite articles on behalf of NCG members, working according to established messaging
- Support the training of Momentum NCG members for broadcast appearances

### *Maintaining and improving communications infrastructure*

- Monitor the results of communications across Momentum's communications platforms as required
- Feed into reviews of Momentum's communications performances
- Improve and integrate communications infrastructure (social, email, text, website etc) based on organisational goals, use cases and engagement funnels with the wider Communications team

## 2. Person Specification

### Attributes

- A highly motivated individual, who is committed to Momentum's political objectives.
- 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:

- Experience writing on behalf of a campaign or organisation, in a variety of voices
- A proven track record of writing articles to deadline
- Demonstrable experience working with the press for a campaign or organisation is desirable
- Experience using Nationbuilder or comparable customer relationship management (CRM) software and email marketing software is desirable
- Knowledge of audience segmentation and targeting is desirable.

### Knowledge

- A 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.
- 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 [angus.satow@peoplesmomentum.com](mailto:angus.satow@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](#).