



Digital Communications Officer

Application Pack

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

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1. Job Description

Momentum is recruiting a Digital Communications Officer who will play a vital role in our dynamic communications team. Momentum has long been at the forefront of UK digital political communications; this is an exciting opportunity to build on this legacy with fresh, impactful content creation which helps to bring left-wing politics to a mass audience.

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

Reports to: Digital Media Lead

Other Management / Coordination: Head of Communications

Staff Management Responsibility: N/A

Financial Management Responsibility: N/A

Hours: This role is available part time, between 1.5 days (11.5hrs) and 3.5 days (26.5hrs) per week. This can be discussed further at the interview stage - please indicate by email when you send in your application your availability and/or preference regarding hours.

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 produce and edit videos for a variety of audiences, in line with Momentum's political goals and communications strategy.

Duties and Responsibilities

Social Media Channel Development and Management

- Working with the Digital Media Lead and the wider Communications team to implement Momentum's social media strategy
- Producing graphic and visual content for our social media accounts, especially Instagram and TikTok
- Managing social media accounts, posting and engaging with audience responses, especially Facebook, Instagram, YouTube and TikTok
- Responding to current events with creative propositions for social media content
- Maintaining visual and tone of voice identity across all social media platforms
- Working with key stakeholders to boost Momentum's message and further our goals

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

Organisational

- Attend meetings of the Communications and staff teams and feed into communications strategy discussions, including through
- Any other task which might reasonably be assigned to you by your line manager in the course of your duties.

2. Person Specification

Attributes

- A highly motivated individual, who is committed to Momentum's political objectives
- Creative thinking, able to respond to events in a propositional manner
- Ability to prioritise work flow
- Good communication and team work skills
- Readiness to adapt to new challenges and learn new technologies

Experience & Knowledge

- An understanding of the politics and messaging of Momentum and labour movement organisations.
- A track record of producing social/digital media content for an organisation or campaign is essential
- Experience managing social media accounts, and creating content.
- Familiarity with Facebook/Instagram/Twitter/Youtube/TikTok platforms and tools, and the latest trends in social media production
- Experience writing social media copy and creating graphics
- Knowledge of Adobe Photoshop, Illustrator, Premiere and/or Canva
- Experience running online events, e.g. Twitter Spaces or Streamyards, is desirable but not essential
- Experience of digital advertising principles and platforms, eg Facebook ad manager is desirable but not essential
- Experience and knowledge of video production is desirable but not essential

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](#).