



The Jo Cox Foundation - Digital Communications Officer

Role: Digital Communications Officer

Reporting to: Campaigns and Operations Manager

Contract: 12 months, with likelihood of extension

Start Date: ASAP

Salary: £26-29k depending on experience plus pension scheme, 27 days of annual leave exc. bank holidays

Application Details: Please send CV, cover letter and examples/portfolio of digital work and campaigns to info@jocoxfoundation.org by **30th November**. Early applications are encouraged.

Summary:

This is an exciting role working as part of a small but influential charity building a legacy for the late MP, Jo Cox.

Following the successful third year of The Great Get Together - where nearly one million people were mobilised to take part and we reached 33 million users online - we're looking for a creative, driven Digital Communications Officer with proven content creation experience to coordinate and deliver all digital content and campaigns for The Great Get Together and The Jo Cox Foundation.

Reporting to the Campaigns and Operations Manager, you will have strong paid campaign, design, and copywriting experience and will be able to work within a small, passionate team, at times under pressure.

Key Responsibilities

- **Social Content Creation and Community Management**
 - Managing all social properties for both the The Great Get Together and The Jo Cox Foundation, including Facebook, Twitter, Instagram and LinkedIn.
 - Maintaining a content calendar as well as curating and creating engaging multimedia content.
 - Moderating the charity's online organisers Facebook group and overseeing activity in community Facebook groups across the country.
- **Campaigns and Email**
 - Developing digital campaigns and calls to action that are meaningful and easy to engage with.
 - Maintaining an email content calendar and assist Foundation staff in sending out mass-mailings, ensuring that they are GDPR-compliant and optimised.
 - Developing compelling user and donor journey for supporters which help achieve agreed campaign and fundraising targets.
 - Leading on development of all paid digital campaigns including setting the budget, a/b testing, asset creation, copywriting, and reporting.
 - Monitoring email performance and providing guidance on best practices.
- **Design**



- Design printed marketing items - such as flyers, banners, and signage.
- Create a range of digital graphics and assets - from toolkits to GIFs.
- **Web**
 - Managing JCF and Great Get Together websites, ensuring content is up to date, engaging and effectively showcasing current campaigns and calls to action.
 - Creating new pages and landing pages for campaigns
 - Monitor user journeys and website traffic.

QUALIFICATIONS AND EXPERIENCE

- Minimum 2 years' of relevant digital communications experience
- Experience managing multichannel digital campaigns and a familiarity with Facebook Analytics, Twitter Analytics, and reporting metrics
- Advanced experience in social media campaigns, including content creation, a/b testing, and audience segmentation—with examples to share
- Intermediate experience in HTML, CSS, and content management systems such as WordPress and NationBuilder
- Proficient in Adobe Creative Suite, including Premier, Photoshop, InDesign, and Illustrator
- Outstanding written communication skills
- Proven track-record of online mobilisation

PERSONAL ATTRIBUTES

- Highly organised with strong planning and problem-solving skills
- Able to set priorities, meet goals and evaluate the process and results
- Self-reliant, capable of taking the initiative and working autonomously
- Flexible, resilient and calm under pressure
- An entrepreneurial mind-set, receptive to new ideas and creative
- Strongly held personal values reflected in respect for others and wanting to make a positive contribution through your work
- Professional manner, able to develop good working relationships with people both internally and externally at all levels
- Generous and supportive
- Ambitious in vision, realistic in planning