

Member Engagement Executive (London)

The Liberal Democrats are looking for a creative, highly motivated and compelling storyteller to produce and develop high quality, engaging member and supporter specific content.

Salary: £21,000 - £24,000 pa

Benefit: 8% employer's pension contribution

Tenure: Permanent

Hours: Full time 37.5 hours/week

Location: Lib Dems Headquarters, Westminster, London SW1P

Purpose of job

As a key member of the Liberal Democrats' membership team, you will be responsible for producing and developing member and supporter specific content to be deployed across various online and offline channels primarily aimed at engaging members and supporters and helping the team to deliver an ambitious program of internal communications with the aim of creating world-class membership experience.

Key Responsibilities

- Devise and deliver an effective cross-channel member and supporter content strategy aimed at engaging millions of people and helping to develop a pipeline of member, supporter and fundraising prospects.
- Write clear, persuasive, and original copy for a wide variety of emails with a unique voice from a range of broadcasters aimed at different segments of the party's member and support base, in conjunction with the Email Marketing Executive.
 - Co-ordinate and write regular high quality, engaging content for the members' section of the website.
 - Co-ordinate the member and supporter engagement grid across all channels, in conjunction with other team members.
- Produce and deliver best practice on cross-channel member and supporter communications to local and regional parties, in conjunction with other members of the team.
 - Produce content and co-ordinate the commissioning of content for the Party's all member quarterly magazine through working with other colleagues, members and activists across the Party, in addition to external agencies.

- Design and deliver a variety of surveys/questionnaires aimed at engaging different segments of the Party's member and supporter base.
- Undertake other duties and responsibilities as specified by the line manager.

PERSON SPECIFICATION

The successful candidate will be a compelling copywriter with experience of producing varied and engaging content for marketing and communication campaigns.

You are a confident communicator who likes to innovate and have an ear for a winning message. You should be comfortable operating in a fast-paced environment, where flexibility is a must, but also take an organised, planning-lead approach to your work.

Essential Skills and Experience

- Experience of writing, editing and producing copy for print, email, web and digital media.
- Experience of writing high-quality fundraising and/or marketing emails and direct mails.
- Proven ability to work on several campaigns at once, sometimes under pressure and often to tight deadlines.
- Proven copy writing and editing skills under pressure in fast-paced environments.
- Excellent understanding of creating segmented content/messaging.
- Proven excellent communication and negotiation skills.
- A track record of owning projects and strong time management skills.
- Excellent attention to detail and quality-control.
- Sympathy with aims and objectives of the Liberal Democrats.

Desirable Skills and Experience

• Experience in, or an understanding of, membership organisations is not essential but would be an advantage. • Understanding of segmentation, A/B testing, personalisation, reporting insights from data and knowledge of the latest channel marketing ideas would be an advantage. • Writing for SEO. • Direct or digital marketing qualification. • Experience and or knowledge of editing website, HTML, CSS and Graphic design is not essential but would be an advantage.

APPLICATION PROCEDURE

Please apply by email to greg.foster@libdems.org.uk attaching:

- CV (including contact telephone numbers and email address);
- Covering letter (two A4 pages maximum) setting out why you want to do this job and how your experience and skills are relevant to it;
- A 400 word blog post on Theresa May's Brexit Deal; and
- A completed diversity monitoring form (available with this pack).

Please let us have details of your current salary and two referees including one from your current employer – if you would prefer us not to contact them until a later stage of the selection process, please let us know.

Closing date: 11 December 2018

We will notify all applicants when the process is complete.

The Liberal Democrats are equal opportunity employers and particularly welcome applications from people with characteristics currently under-represented among our staff.