

JOB DESCRIPTION – Digital Campaign Officer

JOB SPECIFICATION

Job Title:	Digital Campaign Officer
Responsible to:	Chief Executive for Wales
Salary:	£20,000 per annum, pro rata
Benefit:	8% Employer's Pension Contribution
Tenure:	Until 31 March 2019, with possibility of extension
Hours:	Part Time, flexible, 24 hours per week (up to 60% of full time)
Location:	Flexible

Purpose of job

To support the delivery of digital campaigns on key themes for the Welsh Liberal Democrats, and help recruit 2,000 supporters and members.

Key Responsibilities

1. Plan and execute digital advertising campaigns on Brexit and other themes at the direction of the Chief Executive and the Party Leader in Wales
2. Work in collaboration with other team members to develop policy objectives and turn them into effective messages that support multimodal campaigns
3. Produce regular reports against agreed targets and present these results to a wide range of stakeholders
4. Develop and commission digital content across a range of platforms
5. Build effective working relationships across the Liberal Democrats, particularly with digital specialists in other nations and regions.

PERSON SPECIFICATION

The successful applicant will be an experienced campaigner with a solid understanding of how to motivate voters and change hearts and minds. They will understand how distinctive policy can be turned into campaign messages that have impact.

To be successful, an applicant must show how they have contributed to successful, results-driven campaigns – but digital wizardry alone won't be enough. The person we are looking for will have the capacity to grow into a potentially expanding role, and be capable of

building effective relationships across a wide range of stakeholders. Experience of training or explaining digital campaigns to people with limited digital experience will be an advantage, as will the ability work through the medium of Welsh.

Essential Skills and Experience

1. Clear understanding of how to engage and motivate voters online
2. Experience of using Nationbuilder; Connect (NGP/VAN); and digital advertising platforms, especially Facebook.
3. Strong communications skills – particularly writing copy for use online
4. Campaign experience and record of success
5. Excellent organisational and planning skills
6. An understanding of electoral law
7. Sympathy with the aims and values of the Welsh Liberal Democrats
8. Willingness to work flexibly, including evenings and weekends if necessary

Desirable Skills and Experience

9. Experience of delivering training
10. Experience of working in a bilingual workplace

APPLICATION PROCEDURE

Application in form of CV and 500 word (max) cover letter via email to eluned@parrott.wales

Closing date: 12.00 noon, Monday 10th December 2018