

JOB DESCRIPTION

Job Title:	Leader's Digital Communications Officer
Responsible to:	Leader's Press Secretary
Salary:	£27,000 - £32,000
Benefit:	8% Employer's Pension Contribution
Tenure:	Permanent
Hours:	Full time 40 hours per week
Location:	LDHQ, Westminster, London SW1P

Purpose of job

To execute communications through the Leader of the Liberal Democrats' digital channels. This role is particularly focused on the main social media channels – Facebook, Twitter, Instagram.

Communications will involve responding to political developments, driving the leader's key messages in engaging and creative formats.

As part of our data-led culture, the applicant will need to be comfortable with handling social media analytics in order to determine the effectiveness of our communications.

First rate written skills are essential to this role. The position involves confidence with sharing messages to a national audience, representing the leader to the public.

Key Responsibilities

1. Regularly posting on the leader's social media channels, responding to political events, driving key campaigns and explaining our policy positions in suitable language for the channel.
2. Maximising the leader's reach and engagement by using analytics to determine the most effective digital content and delivery.
3. Experimenting with different creative formats to deliver the leader's messages.
4. Promoting the leader's appearances on news media and maximising the impact of press coverage.
5. Reporting on social media performance.
6. Production and editing of video content, including livestreams.
7. Staffing the leader at key visits and events to produce video and photographic content.
8. Working with HQ central social media channels on their unified digital growth strategy.

PERSON SPECIFICATION:

The Liberal Democrats are aiming to build on recent successes and establish ourselves as the best digital operation in UK politics.

We are looking for a creative, organised and motivated individual who has excellent oral and written communication skills to help us achieve this goal in the Leader's office.

The successful applicant will be someone who is prepared to continually adapt and trial new ideas. They will be comfortable testing new creative concepts and experimenting with new executions, measuring performance with analytical proof.

They will need the ability to juggle a demanding workload, be a team player, and work under pressure whilst maintaining clear creative ideas and organisation.

They will need to be very comfortable with digital innovation and using digital skills in all aspects of campaigning, especially in promoting messages and engaging with voters. They will also need an understanding of the different digital channels and media that must be prioritised for a political party.

The successful candidate will have a clear understanding of the Liberal Democrats, the political environment, and a good grasp of what's required to promote a political leader.

Essential Skills and Experience

1. Excellent written communication skills for social media copy.
2. A clear understanding of message delivery.
3. Video production and editing.
4. Photography.
5. The ability to use analytics to assess performance.
6. The ability to prioritise workloads and deal with a competing range of demands.
7. Sound judgement and the ability to make quick decisions under pressure.
8. A strong understanding of the current political environment, and able to demonstrate what the Liberal Democrats must do in order to promote messages and engage voters.
9. A commitment to the principles, aims and objectives of the Liberal Democrats.

Desirable Skills and Experience

1. Experience of design software, such as Pageplus and Adobe Suite (Indesign / Illustrator / PhotoShop)
2. Facebook advertising experience.

APPLICATION PROCEDURE

Please apply online on our website by attaching: -

- 1) A copy of your CV; including complete work history
- 2) A Covering Letter; no more than 2 pages of A4 in length, indicating clearly how your experience and skills meet the criteria stated in the job description. (please also write your full name on top of your covering letter)
- 3) A completed diversity monitoring form.

Closing date: Tuesday 15 October 2019, Midday

Interview dates: Interviews will take place in the w/c on 21 October 2019.

Please note: We will not be able to employ you if you are not eligible to work in the UK. We will not be able to obtain a work permit on your behalf.

The Liberal Democrats are equal opportunity employers and particularly welcome applications from groups who are currently under-represented in our staff.