

Social Media and Content Officer

Job Description

Job Specification

Job Title:	Social Media and Content Officer
Responsible to:	Head of Digital Campaigns
Salary:	£24,000 - £29,000
Tenure:	Permanent
Hours:	Full time 37.5 hours per week
Location:	LDHQ, Westminster, London SW1P
Start:	As soon as possible

Purpose of job

To execute communications through the Liberal Democrats' digital channels. This role is particularly focused on the main social media channels – Facebook, Twitter, Instagram – as well as our party website.

Communications will involve responding to political developments, driving our primary campaigns, and explaining key policy positions in an accessible way for each channel.

Key Responsibilities

1. Regularly posting on the central Liberal Democrat Facebook, Twitter and Instagram channels, responding to political events, driving key campaigns and explaining our policy positions in suitable language for the channel.
2. Content production for social media, including graphic design and video editing
3. Keeping the party's website updated with current news and campaigns.
4. Producing template materials to help local Liberal Democrat groups campaign effectively online.

Person Specification

We are looking for a creative, organised and motivated individual with a proven track record in social media brand growth.

The successful applicant will be someone who is prepared to continually adapt and trial new ideas. They will have knowledge and understanding of digital platforms and have an analytical approach to measuring success.

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.

This role will suit someone who enjoys variety in their work and working in a fast paced and high-pressured political environment.

Essential Skills and Experience

1. Excellent written communication skills for social media and website copy.
2. Experience of video production and editing.
3. Experience of design software, such as Affinity or Adobe Suite (Indesign / Illustrator / PhotoShop).
4. Confidence with data and analytical tools.
5. The ability to prioritise workloads and deal with a competing range of demands.
6. Sound judgement and the ability to make quick decisions under pressure.
7. An understanding of UK politics, political messaging and how to engage with members and voters.
8. Sympathy with the aims and values of the Liberal Democrats.

Desirable Skills and Experience

1. Experience managing digital advertising campaigns.
2. Experience of using Nationbuilder or similar content management systems.
3. Photography.
4. Experience running social media channels for member organisations.