**Women’s Equality Party**

**Job Description**

**Job title**: Digital Communications Coordinator

**Responsible to**: Head of Members and Supporters and Head of Campaigns

**Start date**: ASAP

**Salary:** £25-29k depending on experience plus pension scheme, 25 days of annual leave exc. bank holidays

**Location**: [Women’s Equality Party Central Office, Brixton, London](https://goo.gl/maps/pVWva4kP3a2TL2MG9)

This is a really exciting opportunity to be part of the fastest growing political party in the UK and to help push women’s equality to the top of the political agenda. Since our launch four years ago, the Women’s Equality Party has built a movement of more than 30,000 people; campaigned to change legislation, hearts and minds, and elected its first representative. Our innovative approach to political communications has been key to our success, including winning a Cannes Lions Award in 2018. We are looking for a creative, driven individual with proven content creation experience to coordinate and deliver all digital content and campaigns.

The Digital Communications Coordinator will be part of the Members and Supporters team working closely with the Communications Team. Line management will be provided by the Head of Members and Supporters, with workload management also provided by the Head of Campaigns.

The successful candidate will be responsible for developing and implementing digital communications strategies for the party, including through social media channels, web, digital assets and email blasts to members, supporters and prospects. This busy role will help ensure our dynamic communications team is able to deliver its strategic goals. The role will be specifically focused on supporting digital campaigns that raise awareness of the party and its policies, expand and diversify audiences and increase membership and influence. The postholder will also plan, create and edit web pages on the party’s site, using Nationbuilder software.

**SCOPE**

The post holder will support the whole staff team and relevant external contractors in the following areas:

1. **Social content creation and community management**
2. Managing all social properties for the party and any member areas, including Facebook, Twitter, Instagram and LinkedIn
3. Maintaining a content calendar as well as curating and creating engaging multimedia content.
4. Moderating the party’s online presence and overseeing activity in branch social media spaces across the country.
5. Ensuring the Party’s reach is broadened and communications are relevant and accessible to a range of diverse communities.
6. **Campaigns and email**
7. Developing digital campaigns and calls to action that are meaningful and easy to engage with.
8. Maintaining an email content calendar and assist staff in sending out mass-mailings, ensuring that they are GDPR-compliant and optimised.
9. Developing compelling user and donor journey for supporters which help achieve agreed membership, campaign and fundraising targets.
10. Storyboarding ideas for campaigns to inform, inspire, influence and involve internal and external audiences.
11. Leading on development of all paid digital campaigns including setting the budget, a/b testing, asset creation, copywriting, and reporting.
12. Monitoring email performance and providing guidance on best practices.
13. **Design and innovation**
14. Design printed marketing items - such as flyers, banners, and signage.
15. Manage Lucid Press account through designing and developing templates for election leaflets, as well as guidance and training for branches.
16. Create and edit a range of digital graphics and assets, including animations, images, short films, banners, infographics and Twitter cards, to promote our policies and campaigns.
17. **Web**
18. Managing the party website, ensuring content and architecture is up to date and consistent, engaging and effectively showcasing current campaigns, news stories and calls to action.
19. Creating new pages and landing pages for campaigns.
20. Monitor user journeys and website traffic.

1. **General communications support**
2. Preparing the daily news digest and sharing key news stories via social media.
3. Monitoring the press phone and inbox, as required.
4. Attending WEP events to provide social media and photography support.
5. Working collaboratively with staff, volunteers, members, external suppliers and partner organisations.
6. Advising branch volunteers on social media approach and content, and notifying the Members and Supporters Officer about any risks.
7. Other functions and tasks to support as required by the Head of Members and Supporters and Head of Campaigns.

**PERSON SPECIFICATION – QUALIFICATIONS AND EXPERIENCE**

* Minimum 1 year 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 with a proven track-record of online mobilisation
* Organised, methodical, thorough, with an eye for details.
* Effective people skills; ability to connect quickly and effectively with people inside and outside the party to achieve maximum results and win over support
* Self-motivating; able to prioritise workload and manage multiple projects to meet deadlines; capacity to recalibrate at short notice.
* Team worker, able to delegate and take control, as well as listen to and value others’ contributions.
* Experience of working with BAME communities to ensure messaging and communications generally are relevant and accessible to all communities
* Commitment to equal opportunities and sympathetic to the aims and values of the Women’s Equality Party and agreement to abide at all times by the #WE code set out in our constitution.
* Politically plugged in; passionate about making change; driven and persistent

**To apply for this role, please submit to us:**

* an up-to-date CV,
* a statement of interest addressing the requirements of the person specification,
* an equal opportunities monitoring form (optional)

**Please email applications to** [**apply@womensequality.org.uk**](mailto:apply@womensequality.org.uk) **by no later than 9am on 18th November 2019.**

The Women’s Equality Party values equality and diversity, and welcomes applications from candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. In relation to this post we particularly welcome applications from BAME candidates as these communities are under-represented within WEP at this level.

**TERMS**

**GROSS SALARY**

£25,000 - £29,000 p.a. depending on experience paid in arrears on 25th of each month or on the first working day thereafter.

**START DATE**

ASAP, or as agreed.

**TYPE OF EMPLOYMENT**

The position is offered on a full-time permanent basis. The normal working hours of this post will be 37.5 hours per week, at times to be agreed with the Head of Members and Supporters, but key to this role is flexibility as political and campaigning priorities can change; working hours will of necessity be varied and flexible. It may require some weekend working.

The post is based in our London offices; flexible home-working time can however be arranged in agreement with the Head of Members and Supporters and may be necessary on some occasions.

The nature of this post means that there will be a need at times for the post holder to be available at particular locations including but not limited to the offices of the party.

All candidates must be eligible to work in the UK.

Please note that unfortunately our current offices are not wheelchair accessible and may prove challenging for anyone with mobility issues. Please contact the office if you require more information.