



Digital Communications Strategist

The Women's Equality Party is looking for a creative digital strategist to lead the problem-solving charge, helping to connect the dots between our influencing objectives, supporter growth and engagement, and brand goals. This is an exciting opportunity for somebody who is passionate about social change and the role that data-driven technology can play in it. We are looking for a collaborative self-starter who loves digital and has the tech skills and strategic vision to scale ideas.

About the Women's Equality Party

The Women's Equality Party is a collaborative force in UK politics uniting people of all ages, backgrounds, ethnicities, abilities, sexes and beliefs in the shared determination to see women enjoy the same rights and opportunities as men - so that all may flourish. WE use disruptive communications and campaigns to push equality to the top of the political agenda.

We are holding an Open Evening via zoom at 7pm on 22nd September for anyone who might be interested in the different roles we are currently advertising. This is an opportunity for you to find out about us and ask questions about the role - we will not be assessing you and you can remain anonymous. For more details (inc post-event video) please see our website <https://www.womensequality.org.uk/jobs>

The Role

This role will work within the Women's Equality Party to identify unmet potential, opportunities and challenges and deliver digital and data-driven solutions and campaigns. Working across the Community & Connectedness and Making Change Happen teams, they will create and oversee strategies that enable teams to work together to achieve our influencing objectives at the same time as growing our reach and improving the experience of our supporters. They will develop impactful digital communication strategies, content strategies and social strategies that have impact and look beyond what is being done by other parties and organisations now to come up with innovative approaches to making change.

Communications: Take on complex narratives and messages and structure them within platforms to grow and sustain our presence and support and shape conversations.

Campaigns: Leverage digital formats, audience culture and social influencers to create scalable standalone and integrated campaigns online that achieve real change.

Elections: Reimagine voter contact campaigns in the context of social distancing, which play to the strengths of a young and insurgent political party. Win the digital election and use it to drive our media and ground campaigns.

Supporters: Be the glue that connects insight, performance and media with creative. Develop long-term content and growth strategy for the Women's Equality Party.



Innovation: The Women's Equality Party was established as a disrupter, not only to make change directly but to model change and push other parties into doing better. We would like to extend this work into our use and understanding of data-driven technologies and this role would lead the way.

This is a permanent position with the freedom to work both in our London office and remotely anywhere in the UK. The role is either four or five days a week.

The Person

1. This is a fantastic opportunity for an ambitious self-starter with demonstrable senior experience in more than one of the following areas:
 - a. Content strategy and audience development
 - b. Social media strategy
 - c. Digital marketing strategy
 - d. Data management
 - e. App building or programming
2. Track record of making and distributing persuasive viral content – bypassing the media and breaking out of the bubble.
3. Passion for and understanding of social issues, breaking news and popular trends.
4. Experience creating and managing organic and paid advertising campaigns.
5. Experience in creating or harnessing data-driven tech solutions
6. Strong understanding of how to interpret real-time performance insights, determine winning strategies, and optimise media campaigns by using data, metrics, and creative thinking.
7. Experience managing multiple projects at once, ensuring all deadlines are met.
8. Excellent communications skills, including use of graphics, clear and understandable writing and consistent tone.
9. Creative, organised, responsible, collaborative, and thrives in a fast-paced environment.
10. Experience of managing staff and a clear commitment to individuals' personal and professional development.
11. Ability and willingness to work collaboratively, collegially and flexibly with colleagues and to remain focused and calm within an unpredictable and volatile external environment.



12. Unwavering and demonstrable commitment to diversity and inclusion, to tackling structural inequalities, promoting a range of experiences and to removing unconscious bias.

To apply for this role, please submit:

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

Please email applications to recruitment@womensequality.org.uk by no later than 18th October 2020 .

Please note that applications will not be considered unless a Statement of Interest addressing the person specification is submitted.

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 status. In relation to this post we particularly welcome applications from Black, Asian and Minority Ethnic candidates and from candidates with disabilities as these communities are under-represented within the organisation at this level.



Full details

DIGITAL COMMUNICATIONS STRATEGIST

Hours: Available as either 30 or 37.5 hours per week

Salary: £35,000 p.a. (or pro rata for 30 hours per week), plus pension scheme, 25 days annual leave exc bank holidays

Reports to: Chief of Staff

Direct Reports: Digital Communications Coordinator

Location: In our London office or remotely anywhere in the UK

JOB DESCRIPTION

The Digital Communications Strategist will be responsible for the following areas:

Content management and audience growth

- Manage the Digital Communications Coordinator to improve brand identity and online presence through the creation and dissemination of multimedia content and campaigns
- Working with the Head of Campaigns and Elections Coordinator, map target audiences and develop innovative cross-platform content strategies for elections and campaigns that model change
- Oversee management of our content calendar and manage staff and creative agencies to produce high-quality content on time
- Establish and oversee content management systems to analyse reach and engagement and constantly strive for improvement and mitigate risk. Produce reports to the Senior Management Team
- Ensure compliance with the law (e.g. copyright and GDPR)
- Integrate all channels of marketing (social media, SEO, content marketing, email, website, print and digital marketing)

Social media strategy and marketing

- Find smarter ways to use social media and develop innovative approaches to getting our message out.
- Manage the Digital Communications Coordinator to deliver effective social media campaigns and improve our performance across social media channels
- Oversee the development of all published content and design work
- Develop a community outreach and influencer strategy and manage key relationships
- Monitor trends and innovate in the use and development of tools, applications, channels, design and strategy
- Identify and manage threats and opportunities in user-generated content surrounding the organisation
- Monitor effective benchmarks for measuring the impact of social media campaigns and manage the Digital Communications Coordinator to analyse, review, and report on effectiveness of campaigns in an effort to maximize results



Data and technology transformation

- Identify areas for innovation, including for voter contact operations
- Oversee the development and delivery of a cutting-edge online space for supporter and activist engagement in partnership with the Community and Connectedness team
- Working with the Director of Fundraising and Supporters, support oversee the transition to a new CRM and oversee the development of a new website
- Oversee the development of a new online area for supporter and activist engagement in partnership with the Community and Connectedness Team
- Act as the Data Protection Officer
- Identify and improve systems, processes and training to improve content creation and feedback loops