

## Digital & Communications Officer

### Purpose of role

- To tell the story of the Co-operative Party and the co-operative movement – what we do and why it matters - to a range of audiences using a variety of communications tools.
- Engage and enthuse Co-operative Party members, supporters, potential supporters and stakeholders by developing and delivering a high-impact digital and communications strategy; with the aim of building external profile and impact and growing membership.
- Be part of building and winning the case for a Britain where wealth and power are shared.

### Key accountabilities

- Be an active participant in shaping the external affairs and membership work of the Co-operative Party.
- Develop and deliver the Party's digital and online strategy, utilising innovative methods of digital engagement; including managing a full range of organisational social media channels.
- Produce and commission compelling content for use on and off-line including campaign materials, film, and social media collateral.
- Work with the General Secretary and other staff to provide a press office function for the Party.
- Oversee the Party's visual identity and brand. Designing a wide range of materials and acting as a quality assurance for all communications materials.
- Manage the Co-operative Party's website – developing and updating content and working with the Deputy General Secretary and external providers to ensure effective hosting and security.
- Working with the Membership Mobilisation Manager to develop and execute online and email supporter and membership recruitment strategies.
- Project management of specific digital projects and campaigns as required.
- Using analytics to measure our digital and external impact and make effective use of this information.
- Promote and share digital skills within the organisation.

### Performance measures

- A growing number of our members and supporters are interacting and engaging with the Party online.

## the co-operative party

- The Party's membership, supporter-base and social media reach are growing.
- Co-operative Party is effectively making the case for its values and ideas online and via the traditional media.
- The Party is providing a professional press office function for journalists and is achieving positive media coverage about its work.
- The Party's website is an effective and accessible 'shop-front' to the work of the organisation.
- Meeting targets for donations from online and email fundraising campaigns.
- Positive feedback from members and other stakeholders.

### Key relationships

- All staff
- Counterparts in other organisations within the labour and co-operative movements
- Elected representatives, their staff and candidates
- External suppliers
- Members and party officers
- Relevant journalists and bloggers

### Key experience, knowledge & skills

#### Essential

- Experience of designing and implementing digital strategies within a campaigning or political environment
- Experience of running organisational social media channels
- Excellent written and verbal communication skills including an ability to write compelling copy for a range of audiences and channels
- Proven design skills, with experience of producing high-quality digital and printed materials using software such as Adobe Illustrator, InDesign and Photoshop.
- Experience of shooting video content using camera equipment and carrying out basic editing tasks using Premiere Pro, Final Cut or similar.
- Experience of creating, organising and maintaining content of websites using a CMS such as Wordpress.
- Passionate interest in latest developments in digital political communications and trying new things
- A commitment to co-operative values and the work of the Co-operative Party

#### Desirable

- Experience of web development and programming using HTML, CSS and PHP.

## Terms and Conditions

Location: London Head Office or home-based anywhere in the UK

Full time and permanent

Salary – starting salary c£30-32k per annum (depending on location and experience) plus generous annual leave and pension contribution and pay progression

**January 2019**