

Communications Assistant

It is an exciting time for the Co-operative Party, as we build on a record year for membership and look to further develop our offering to members, supporters and the wider public. To help achieve this, we are creating a new Communications Assistant role, reporting to our Digital and Communications Officer and working with the wider Co-operative Party team. The postholder will help deliver our day-to-day communications, using social media, our email mailing list and our website, while also supporting team members in expanding the reach and scope of our wider communications strategy.

Location: Flexible: home-working or working from Co-operative Party office in London (when re-opened)

Salary: £24,117 or £28,493 (inner London weighting) per annum, plus generous annual leave, pension contribution, life assurance and recognised trade union.

Hours: Full-time

Contract: Fixed term contract for 12 months

Applications Close: Midnight (23:59), Sunday 3rd January 2021

How to apply: Apply online at party.coop/jobs

Purpose of the role

- Engage and enthuse Co-operative Party members, supporters, potential supporters and stakeholders by delivering high-quality day-to-day online communications.
- Support the Communications Team in delivering key strategic objectives, such as growing our membership, engaging our activists and promoting co-operative policy solutions.
- Provide additional communications support to our staff, officers, member-led networks and other key stakeholders.
- Ensure that Co-operative Party membership communications are high quality and integrated into the wider Co-operative Party aims and objectives.
- 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.

Key accountabilities

- Help deliver the Party's digital and communications strategy, utilising innovative methods of digital engagement.
- Support the creation and maintenance of digital journeys to convince members of the public to become supporters of the Party, and to convince supporters to become activists and members.
- Support the innovation of new approaches to reach potential supporters and potential members.
- Help manage our social media presence across multiple platforms, including posting content, monitoring the social conversation and analysing post performance.
- Commission, facilitate, produce and/or edit compelling content for online and offline use, such as blogs, external emails, video scripts and social media collateral.
- Create quick-turnaround assets for social media, such as basic graphics, subtitled videos, etc.
- Help manage our member and supporter email communications using MailChimp
- Upload content to our website using Wordpress
- Use analytics to measure our digital and external impact and make effective use of this information
- Ensure the effective and consistent use of our visual identity and brand
- Support the Communications Team their work with the press, including press monitoring and drafting quotes and releases.
- Support voluntary officers and activists to ensure that communications at every level of the Party are high quality and appropriate to our messages and brand
- Promote and share digital and communications skills within the organisation.

Performance measures

- Our membership and supporter base is expanding
- Our reach, following and engagement across social media is growing
- Our website is an up-to-date, effective and accessible front for the work of the organisation.
- Our members and supporters feel informed, engaged and valued
- Our Party is effectively making the case for its values and ideas online and via the traditional media.
- Positive feedback from members and other stakeholders

Key relationships

- Digital & Communications Officer (line manager), Communications Officer (part-time) and other members of staff
- Members and party officers
- Elected representatives, their staff and candidates
- External suppliers
- Counterparts in other organisations within the labour and co-operative movements.

Key experience, knowledge and skills

- Excellent written and verbal communication skills, including an ability to write compelling copy for a range of audiences and channels.
- Excellent understanding of social media, including Twitter, Facebook, YouTube and Instagram.
- Excellent organisational skills, with ability to plan, create and deliver timely communications from the Party across multiple channels.
- A quick learner adept at picking up new digital skills.
- Ability to work in a fast-paced environment, turning around clips and content quickly to keep up with the ever-changing news cycle.
- 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, knowledge and skills

- Experiencing using contact management or mailing list system such as Mailchimp
- Experience of creating, organising and maintaining content of websites using a CMS such as Wordpress.
- Experience of producing digital and printed materials, especially using software such as Adobe Photoshop, InDesign and/or Illustrator.
- Experience in producing, editing, and captioning video for social media, especially using software such as Adobe Premiere Pro or AfterEffects.