co-operative party

Digital Officer (PT)

Location:	Flexible: Co-operative Party offices in London or homeworking
Salary:	£29,950 - £33,286 (outer London) £32000 - £35,609 (inner London) per annum pro rata, dependent on experience plus generous annual leave, pension contribution, life assurance and recognised trade union, pay progression.
Hours:	3 days per week (may involve occasional working evenings and weekends).
Contract:	Permanent.
Closing date:	Noon on Wednesday 30 March 2022.
How to apply:	Click here to apply online.

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 recruiting a new Digital Officer. The postholder will help deliver our day-to-day digital communications output, using social media, our email mailing list and our website, alongside other digital and design projects as part of our wider communications strategy. We are looking for someone with a keen eye for visual design, social media savvy and the ability to turn around creative briefs and content efficiently and effectively.

This is a fantastic opportunity for someone looking to build on their existing digital and design experience within a political and campaigning context – producing content on important political issues and working to a busy cycle. You'll be joining a small but growing team, with the opportunity to pitch ideas and shape and develop our creative and visual output.

Purpose of role

To translate the story and aims of the Co-operative Party and co-operative movement into engaging visual and written content.

To assist in the design and delivery of a range of Party internal and external communications products and promotional materials.

To engage and enthuse Co-operative Party members, supporters, potential supporters and stakeholders by delivering high quality communications.

To ensure that the Co-operative Party digital communications output is of high quality and integrated into the wider Co-operative Party aims and objectives.

Key accountabilities

Be a key communicator for the Party and the work of the Party.

Contribute to the party's digital and design strategy and output, utilising innovative methods of digital engagement and asset creation.

Develop the brand of the Party and its campaigns within a recognisable visual identity.

Project management of specific digital and design projects and campaigns as required.

Manage and support the use of innovative digital approaches to reach new audiences, paying special attention to the potential of digital media and targeted campaigns to engage and attract new members, supporters and activists.

Support the range of membership experiences, offers and journeys that convince supporters to become co-operative activists/party members.

Promote and share digital and communications skills and resources within the organisation, including training and support materials for Co-operative Party candidates.

Support online events via management of livestreams, technical support and promotion and branding.

Performance measures

Our digital output, including on our social media channels and website, is timely, sharable, well-designed and engaging.

A growing number of Party members, supporters and members of the public are engaging with the Party's output.

The Party's membership, supporter base and social media reach area growing.

The Party's website and social media channels are an effective and accessible platform for the party's campaigns and recruitment material.

Positive feedback from members and other stakeholders.

Key relationships

Communications Manager, Communications Assistant and other staff.

Counterparts in other organisations within the labour and co-operative movements.

Members and party officers.

Key experience, knowledge and skills

Experience of designing and implementing digital communication strategies within a campaigning or political environment.

Proven design skills, with experience of producing high quality digital content and printed materials using software such as Adobe InDesign, Photoshop and Illustrator.

Experience of creating engaging digital content for paid and organic social media, especially with an aim to drive mailing list growth.

Excellent written and verbal communication skills including an ability to write compelling copy for a range of audiences and channels.

Experience of creating, organising and maintaining content of websites using a CMS such as Wordpress.

Experience of using contact management and mailing systems such as Mailchimp.

A commitment to co-operative values and the work of the Co-operative Party.

A commitment to Equal Opportunities

Desirable experience, knowledge and skills

Proven ability to create and edit high quality video content using software such as Adobe Premiere Pro and After Effects.

Experience with designing responsive content for web and digital use, including a basic understanding of web languages such as HTML, JavaScript and CSS.

Experience livestreaming online events using software such as OBS.