



Digital Officer (Content)

Location: Co-operative Party London office or remote (anywhere in UK)

Contract: 12 months

Hours: Full-time

Salary: £33,286 (outside London) / £36,509 (inside London) per annum plus generous annual leave, pension contribution, life assurance and recognised trade union.

It is an exciting time for the Co-operative Party, as we build on a record year for membership and look to continue recruiting, engaging and mobilising Co-operative Party supporters, members and voters ahead of the upcoming General Election.

To help achieve this, we are recruiting a new Digital Officer (Content). The postholder will help create engaging, creative content for social media and our digital channels. 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. The full job description can be found below.

Purpose of role

- To create compelling digital content for social media to support and promote our campaigns, policies, and candidates.
- To translate the story and aims of the Co-operative Party and co-operative movement into engaging visual and written content.
- To support the expansion and implementation of our social media strategy.
- To ensure our social media strategy is effectively integrated into our broader communications strategy and into the Co-operative Party's wider strategic aims and objectives.

Key accountabilities

- Creating compelling digital content including graphics, videos, and copy to support and promote our campaigns, policies, and candidates.



- Planning, creating and posting social media content across a range of platforms including Twitter, Facebook, Instagram, TikTok and YouTube.
- Work with colleagues to maintain a content calendar and plan how to capture and promote content so that content capitalises on key events, engages voters and effectively communicates key messages.
- Develop the brand of the Party, building on its established visual identity and creating dedicated branded content for specific Party campaigns.
- Supporting our candidates and elected representatives by creating compelling content which communicates the co-operative difference to supporters, members and the wider public.

Performance measures

- Our digital output, including on our social media channels and website, is timely, sharable, well-designed and engaging.
- The Party's website and social media channels are an effective and accessible platform for the party's campaigns and recruitment material.
- A growing number of Party members, supporters and members of the public are engaging with the Party's output.
- The Party's social media reach, email list and membership numbers are growing.
- Increased engagement with and visibility of our policies and issues-based campaigning.
- Increased visibility of our Party, elected representatives and candidates.

Key relationships

- Digital and Communications Manager (Line manager) and the rest of the Digital and Communications team, including: Communications Officer, Digital Officer (Part-time) and Digital Officer (Mobilisation)
- Campaigns Officer
- All other staff
- Members and local Party Officers



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

Key experience, knowledge & skills

Essential:

- Experience of designing and implementing digital communication strategies within a campaigning, non-profit 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.
- Proven ability to create and edit high quality video content using software such as Adobe Premiere Pro
- Excellent written communication skills, with the ability to write persuasive copy that encourages people to take action.
- Experience delivering effective storytelling through video, from concept to completion.
- Experience planning and executing social media campaigns, with knowledge of the latest trends and best practices.
- A commitment to co-operative values and the work of the Co-operative Party.

Desirable:

- Strong video shooting and photography skills.
- Experience of using Facebook Business Manager to run paid social campaigns.
- Experience of Wordpress