



Digital Officer (Mobilisation)

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're recruiting a new Digital Officer (Mobilisation). We're looking for a talented digital communicator who can inspire and mobilise the public in support of our campaigns, policies and candidates, attracting new supporters and ultimately members. The full job description can be found below.

Purpose of role

- To recruit, engage and mobilise Co-operative Party supporters, members and voters using a variety of digital tools and tactics.
- To manage key supporter mobilisation journeys across email, web and paid/organic social media.
- To ensure supporter and member mobilisation is integrated into the Co-operative Party's wider strategic aims and objectives.

Key accountabilities

- Putting together creative emails, landing page copy, social media copy and calls-to-action that drive lead generation and engagement
- Supporting the development of new digital campaign tools which recruit new supporters, engage existing members, and amplify the policies and issues-based campaigns we care about.



- Designing and implementing supporter journeys from beginning to end, from clicking on an ad to becoming a member of the Party.
- Spotting opportunities for short-notice reactive digital actions in line with our existing campaign area and policy aims, as well as working with other members of the team to develop digital hooks for longer-term campaigns.
- Leading on a data-driven approach to mobilisation, including A/B testing, monitoring and evaluation, as well as developing audience data as we can better engage our existing members and supporters.
- Developing and communicating a strong theory of change for supporters and members that encourages meaningful engagement.

Performance measures

- Growing the number of people subscribed to our email list, taking action on our campaigns, and joining the Co-operative Party.
- Improving the retention of existing Co-operative Party members, and their experience of effective activism and membership.
- Increased engagement with and visibility of our policies and issued-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 (Content)
- 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 supporter mobilisation journeys within a campaigning, non-profit or political environment.
- Experience of using Facebook Business Manager to run paid social campaigns.
- Experience of a contact management system (e.g. Mailchimp) to build, maintain and optimise email journeys, including A/B testing, monitoring and evaluation.
- Experience of using a content management system (e.g. Wordpress)
- Excellent written communication skills, with the ability to write persuasive copy that encourages people to take action.
- Basic knowledge of GDPR and data protection principles.
- A commitment to co-operative values and the work of the Co-operative Party.

Desirable:

- Experience of creating bespoke digital tools using HTML/CSS/Javascript
- Experience of other ad platforms (e.g. Google ads, TikTok ads, etc.)