Communication and Media Officer

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

Contract: Permanent

Hours: Full time

Salary: £29,958 (outside London) / £32,048 (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 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 Communication and Media Officer to help communicate the story and aims of the Co-operative Party and our movement. We're looking for a talented communicator who can inspire and mobilise the public in support of our campaigns, policies, and candidates.

Purpose of role

- To translate the story and aims of the Co-operative Party and co-operative movement into engaging communications outputs for our members, supporters and the wider public.

- To help deliver our day-to-day communications across our website, social media, and traditional media.

- To create communications content which inspires and mobilises the public in support of our campaigns, policies and candidates.

- To contribute to and help develop our wider communications strategy.

Key accountabilities

- Writing compelling copy for our website, mailing list, print publications and social media.

- Supporting team members in the creation of content for social media, including video.

- Leading on the Co-operative Party's media outreach: pitching stories, drafting press releases, and reaching out to journalists.

- Monitoring the media for and identifying communications opportunities for the Co-operative Party.

- Collaborating with teams across the organisation to ensure consistency of messaging across all communications channels.

- Proving communications support to our events, promoting our events programme and providing on-the-day support to our physical and virtual events.

- Provide additional communications support to our staff, officers, elected representatives, candidates, and other key stakeholders.

- Assisting the Head of Communications in the development, implementation and monitoring of our communications strategy.

Performance measures

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

- Increased reach across both traditional media and social media.

- Increased visibility of our Party, elected representatives and candidates.

- Growth in the number of Party members, supporters and members of the public are engaging with the Party's output.

- Growth in our supporter and membership numbers.

![co-operative party logo]

Key relationships

- Line manager: Head of Digital & Communications

- All other Digital and Communications team members

- Members, local Party Officers and elected representatives

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

Key experience, knowledge & skills

Essential:

- Previous experience in a communications role within a campaigning, non-profit or political environment.

- Excellent written communication skills, with the ability to write persuasive articles, emails, copy, press releases and scripts that inspire and engage.

- Experience delivering effective storytelling of complex messages to a variety of audiences through different mediums, including traditional media and social media.

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

- An ability to spot and convert press opportunities related to our key campaigns and policies.

- A proven interest in keeping up to date with the latest digital and communication trends, especially in political communications.

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

Desirable:

- Experience using an email campaigns system such as Mailchimp, Nationbuilder, Engaging Networks or similar.

- Basic video shooting and editing skills, using Premiere Pro or similar.

- Basic graphic design skills, using Photoshop or similar.