

Job Title: Digital Campaigns Manager
Responsible to: Director of Unions 21
Location: Flexible but able to travel into London regularly (once a week)
Contract: 18 months secondment
Hours: Minimum 21 hours FTE
Salary: £36k FTE if based in London, £32k FTE if based outside

Key purpose: The Digital Campaigns Manager will support all aspects of digital activity for Unions 21/Co-Worker UK. This will include communication of message, volunteer recruitment and retention the use of website, social media and email.

Specific Responsibilities

- Day-to-day management of the Co-Worker UK platform – ensure online and data systems are maximised to support campaigns. This includes ensuring that all digital tools, CRMs, actions and lists are effectively built, managed and used.
- Campaign development, implementation and management. This includes producing visually dynamic and effective digital content such as videos, emails, and other social media items.
- Develop worker activism through online communications, training, liaison and outreach initiatives.
- To work with unions to develop effective online digital campaigns.
- Creation of digital content that promotes the work and values of trade unions.
- Under the direction of the Director, undertake any relevant tasks.

Person Specification

Experience

- Developing multi-channel digital campaigns including across Social, Video, advertising and Web.
- Developing targets and KPIs for a digital campaign and establishing reporting processes for these.

Knowledge

- Email segmentation.
- Online campaigning techniques.
- Social Media advertising techniques.
- Trade unions structures and campaigns

Skills / Abilities

- Digital and IT skills, including using social media, website management and
- Web content creation
- Ability to analyse data for data-driven decision making.
- Project management
- Ability to adapt to a changing environment.
- Excellent written and oral communications skills.
- The ability to work proactively

Personal qualities

- Able to work independently and collaboratively with colleagues
- Able to take responsibility and initiative when managing specific projects or work areas

Desirable

Experience

- Developing and delivering digital campaigns with a workplace/worker/labour focus

Unions 21 seeks to be inclusive and seeks the best candidate. Please do not be concerned about asking for flexible working regardless of circumstances.