

Campaigner job description, January 2019

Accountabilities:

- Help to grow, engage and mobilise the supporter network via online outreach, social media and blog management.
- Support the Head of Campaigns with developing and delivering people-powered campaigns.
- Champion and grow Positive Money's youth membership.

Roles and responsibilities:

Social Media specialist

- Manage the production of content for sharing on Facebook and Instagram.
- Engage and grow our social media online following.
- Grow our following on social media with our target audiences: women, young people, BAME and minority groups, e.g. design timely social media content targeting these groups.
- Monitor changes and trends in social media and email marketing and adapt to them.
- Oversee the production of more accessible short videos for social media. Roughly two videos a month (made by you or by other members of the team with videomaking skills).
- Monitor monthly the popularity of different messages, themes, styles and content on social media, and at different days and times; adapt strategy as learn.
- Create a regular feedback loop to staff so the organisation can learn and build on the successful messages, types of post, Facebook advertising etc.
- Seek and monitor potential supporters on influential Facebook pages, Twitter accounts, and actively engage, share/retweet their content, share with them our content.

General online outreach

- Maintain a general (non-expert) understanding of the Positive Money campaign, key proposals, and key messages, and translate into populist messages.
- Make new content to attract new audiences.
- Optimise our use of Facebook advertising, Google Analytics and SEO to increase the number of followers and signed-up supporters.
- Work with specialists to monitor, learn and increase our ability to convert Facebook and website visitors to sign up to join our campaign.
- Seek out opportunities for the Positive Money team to produce blogs/articles for websites, magazines and spaces with our target audiences.

Blog Management

- Ensure the optimum number of blog posts are produced by the Positive Money team, and that the team are aware of their responsibilities and deadlines.
- Seek out interesting articles and writers. Review and edit guest author blogs.
- Write short blogs (comments on relevant articles, events, news in the media).

Campaigns assistant:

- Trainee campaigner: use all work as opportunity to develop, embed and spread campaign skills and knowledge.
- Assist the Head of Campaigns and Organising with general campaign work including emails to supporters, events and developing and implementing campaigns.



- Support the Head of Campaigns and Organising with the management of the offline supporter network, local groups, training days and outreach.

Youth network coordination and diversity champion:

- Support in the development of a training package for young people.
- Help build relationships with schools, universities and youth groups.
- Support the integration of the youth network into the wider supporter network.
- Support Positive Money to reach audiences currently under-represented in our supporter network.

ESSENTIAL skills and experience:

- Social media management: Facebook, Instagram, Twitter
- Content development: videos, blogs, posts
- Excellent written communication skills and ability to write short, punchy copy to capture and engage audiences
- Experience delivering digital and/or offline campaigns targeting the public

DESIRABLE skills and experience:

- Some knowledge of how the money and banking system works and the problems inherent to it (it is not necessary to have expert knowledge of the area)
- Experience using Facebook advertising
- Ability to create short animation videos
- Experience using WordPress, Action Network, Excel, (or similar software platforms for website design and network management)

Positive Money Values and behaviours:

- Be committed to our vision for a fair, democratic, and sustainable money system
- Enjoy working with a high level of autonomy, trust, and experimentation
- Ability to work well alone or within a team and multi-task
- Friendly and professional manner

Terms and conditions

Contract: The role is for an initial fixed term of 1 year with a 6 month probationary period. After a year if the contract is extended, a permanent contract will be offered.

Salary: Band 4, £22k – £28k, depending on experience

Reporting to: Head of Campaigns and Organising

Hours: Full time (40 hours per week, 5 days). Requests for flexible working will be considered. The post holder will be expected to work the occasional evening or weekend for time off in lieu.

Holiday: 25 days in addition to statutory holidays.

Location: The role is based at 303 Davina House, 137-149 Goswell Road, London, EC1V 7ET with occasional work away from home and option to work from home one day a week.