

Campaigner

JOB DESCRIPTION

About Positive Money:

Positive Money is the leading civil society organisation re-imagining our money and banking system for the wellbeing of people, communities and the planet. We are part of a growing and collective force for economic systems change. Our mission is to reform money and banking to build a *fair, democratic* and *sustainable* economy.

To achieve this we produce groundbreaking research and policy, educate the public and politicians, penetrate the media, and mobilise the public behind people-powered campaigns. We work across four key areas: democratising money and banking, a green and fair Bank of England, a wellbeing economy, and new economic thinking. In 2021 our priority campaigns are greening the financial system (in the run up to the UK's hosting of COP26), calling for a wellbeing economy, and demanding a fair and green economic recovery.

About the role:

Since 2010 Positive Money has been raising awareness about how the money and banking system works and the detrimental impact it has on society, alongside campaigning for fundamental reform. Educating, building and mobilising a grassroots movement has always been a crucial part of our work. It helps to drive our impact and we believe in empowering the public to reimagine money, banks and our economy to work for our collective wellbeing.

Positive Money is a unique think tank because we also run hard-hitting public campaigns, alone and in collaboration with other campaign groups. No tactic is outside of our toolbox: polls to get us in the media, stunts outside the Bank of England, ad-vans, giant balloons and banners, roundtables with researchers and politicians, street stalls, festivals and more.

Social media is currently our most important channel for recruiting new supporters. We have built an impressive following through creating accessible videos and content, effectively penetrating the public debate with our messages, and through a culture of regular monitoring, feedback loops and learning. Social media is a constantly changing medium, which requires a savvy specialist not afraid to experiment, ask for help and take the initiative.

Our local groups meet monthly and some do a great job of getting out into the community to spread the word about how our current system is failing society, and providing ideas and evidence for positive change. We want to support more people to organise and mobilise locally behind campaigns for systemic change of our economy, money and banking system.

The campaigner supports the development and delivery of the public facing campaign, leads our social media strategy, leads on the production of educational material, and supports our

local group leaders and ambassadors. It's a varied role which brings high reward and a lot of opportunity to shape our campaigns, develop skills and network.

About you:

You'll be an energetic campaigner and communicator who is passionate about building a community around a campaign. You will have experience of managing and creating online content, and are keen to learn and push the boundaries on digital platforms in order to reach new audiences. You'll enjoy figuring out how to engage new audiences in economic issues and creating various types of content: videos, blogs, images. You'll be keen to play to the zeitgeist, and make our content stand out from the crowd. You don't need a background in money or banking work, but you'll be excited to develop campaigns, language and content that appeals to people's hearts and minds.

Positive Money is a small team that works closely together, so you will enjoy getting involved in different aspects of the organisation, chipping in where's needed, juggling multiple projects and supporting your colleagues. You could come from any background or walk of life, and share our commitment to an inclusive and diverse team, and money and banking system.

Accountabilities:

- Help to develop and deliver people-powered campaigns which influence economic systems change.
- Engage, grow and mobilise Positive Money's supporter network via mobilisation emails, educational content, social media and digital advertising, blogs and videos.
- Support Positive Money local group leaders and ambassadors to organise and mobilise within their local communities.

Role and responsibilities:

Campaigning

- Lead the delivery of Positive Money's public facing campaigns work: including mobilisation emails, supporter fundraising, organising actions and events.
- Contribute to the development of campaign strategies, tactics and ideas, as an integral member of the campaigns team.
- Help to amplify organisations and individuals with lived experience of oppression and those who are disproportionately negatively impacted by the economic system.
- Help engage and empower communities currently under-represented in our supporter network, such as young people, women and Black Asian and Minority Ethnic communities, with relevant content and campaigns.
- Build relationships with other campaigners and organisations in the new economy and climate movements to increase the reach and impact of our collective work.
- Maintain a general (non-expert) understanding of Positive Money key campaigns and proposals and messages, and translate them into accessible and engaging content.

Social Media and Digital Advertising Management

- Engage and grow Positive Money's social media and online following, particularly with our target audiences: women, young people, BAME and minority groups.
- Lead on content production for Facebook and Instagram, and interact and respond to audiences on both platforms. (Our Advocacy Officer manages our Twitter presence).
- Lead our digital advertising strategy (currently this is Google, Facebook and Instagram adverts), and do regular monitoring, evaluating and reporting to the team.
- Oversee the production of short videos, roughly two a month. Lead on script writing. (We already have one in-house videomaker).

Local Group Management

- Be the main point of contact for local group leaders and ambassadors, via our Mobilize platform, quarterly check-in calls and in-person workshops and meetings.
- Look out for opportunities to mobilise our local groups as part of our campaigns, coalition campaigns and in support of other local initiatives in line with our values.
- Oversee and update local group and supporter resources when needed.

Blog and Educational Material Management

- Several members of the Positive Money team author blogs, but this role oversees their production and ensures timely and relevant blogs are regularly posted, have the necessary accompanying visuals and are promoted across our digital channels.
- Write blogs, and seek out external authors to produce third party blog posts.
- Look for opportunities to create reactive and proactive content which helps to educate our target audiences about the structural problems with, and solutions within, our money, banking and wider economic system.
- Organise ad hoc events such as webinar series and local organising workshops.
- Represent Positive Money at external events when appropriate.

Essential skills and experience:

- Experience running successful campaigns that reach and mobilise the public
- Excellent written communication skills; ability to write short, punchy copy to capture and engage audiences; experience writing mobilisation emails to large audiences
- Social media management: Facebook, Instagram (+ some experience of Twitter)
- Content creation to educate and mobilise: videos, blogs, memes
- Experience with local organising, facilitation or supporting volunteers

Desirable skills and experience:

- Interest in 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 creating Facebook, Instagram and Google adverts
- Experience making short videos (eg using Canva or similar products)
- Experience using Wordpress, Action Network and Excel, (or similar platforms for website, CRM and spreadsheet management)
- Good eye for design: the role involves making images for blogs, social media etc.

Values and behaviours:

- ★ Be passionate about our vision for a fair, democratic, and sustainable economy
- ★ Enjoy working with a high level of autonomy, trust and experimentation
- ★ Enjoy thinking outside the box and seeking out new opportunities
- ★ Self-motivated and a team player: enjoy working collaboratively within a team
- ★ Ability to work in time-pressured situations, multi-task and meet deadlines
- ★ Be self-reflective with a high degree of empathy and self-awareness

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 3, £28k gross per annum + 8% pension contribution

Reporting to: Head of Campaigns & Organising

Hours: Part or Full time (32 or 40 hours per week, 4 or 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: Through the Covid-19 pandemic we are following government advice and working from home. Positive Money can supply IT and other equipment to facilitate home working. Up to two members of staff can work in the office when required subject to government guidelines. Once office working resumes, the role will be based at Positive Money's office at Davina House, Goswell Road, London, EC1V 7ET, but we are open to this role being based from anywhere in the UK. Travel to the London office will be expected up to once a month.

How to Apply: Please download and fill out the [APPLICATION FORM](#) in full.

Please email your completed application form to: recruitment@positivemoney.org.uk

If you have any questions about the role or need any more information, please contact recruitment@positivemoney.org.uk

Closing Date for applications: 9am Tuesday 13th April

Interviews will take place on Wednesday 21st and Thursday 22nd April
(interviews will take place online)

Positive Money is committed to providing equal opportunities for everyone regardless of their background. We welcome applications from everyone irrespective of gender, sexual orientation, disability and ethnicity but, as women and Black, Asian and minority ethnic people are currently under-represented within the Positive Money network, we would encourage applications from members of these groups.

Please note that Positive Money can only accept applications from individuals with the right to work in the UK.