

Senior Digital Campaigner

JOB DESCRIPTION

About Positive Money:

Positive Money is a think tank and campaign organisation that works to reimagine 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. We have been working in the UK since 2010, Brussels since 2018 and the US since 2021. 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, penetrate the media, educate the public and politicians, and mobilise the public behind people-powered campaigns. We believe in radical systems change and work to achieve lasting change on several fronts simultaneously: change in public understanding, the public debate, and at the policy and academic level. Read more about our five-year organisational strategy [here](#).

About the role:

Since 2010 Positive Money has been raising awareness of the power, injustices and impacts of our broken financial system - from inequality to climate change to unaffordable housing - and campaigning for and winning reform. Building and mobilising a grassroots movement is a central part of our strategy for achieving lasting systemic change. We believe the public should be empowered to shape an economic system that works for, not against them.

Actions outside banks, digital campaign actions, viral videos, crowd-funded adverts in newspapers, festival stalls, local organising and participatory democracy - our campaign toolbox is ever-growing and our spirit of experimentation and collaboration is strong. Genuinely affordable housing, a financial system that helps communities and our planet to thrive, access to cash and banking services for everyone, less power for big finance and more for the public, a system that targets wellbeing for all over profits for a few - the Positive Money campaigns and influencing teams work closely together, and often in coalition with other groups in the new economy movement, to devise proactive and reactive campaigns to change our broken economic system for the better.

This is an exciting time to join the Positive Money UK team in this new role of Senior Digital Campaigner, which is all about educating and empowering the public, growing our audience, mobilising people behind campaigns that have impact, and building collective power.

About you:

This is an opportunity for a motivated campaigner or communicator with 2+ years experience communicating with and mobilising the public to take action as part of progressive people-powered campaigns that have impact. You don't need a background in money or banking work, but you should be excited to develop campaigns and content that are engaging, appeal to people's hearts and minds, and stand out from the crowd. You understand that the financial system is rooted in a wider system of structural inequalities, oppression, power imbalances and ideologies; that systems change is complex and multi-faceted, and absolutely necessary to achieve our vision. You will be passionate about empowering the public to change our economic system for a fairer and happier society; a natural communicator; and a strategic thinker keen to build smart strategies for winning change through digital campaigns and communication.

The Positive Money team works closely together, so you'll enjoy getting involved in different aspects of an organisation, 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 our culture of working with open-minds, innovation and trust.

Accountabilities:

The Senior Digital Campaigner will be supported and line managed by the Head of Campaigns and Organising, and responsible for the delivery of Positive Money's public facing campaigns work and communication to Positive Money's growing supporter base.

Roles and responsibilities:

The main aspects of the role, alongside the wider campaigns team, are:

- working to grow, diversify and empower Positive Money's supporter base
- developing campaign strategies and tactics: running digital campaigns, in-person actions, and online webinar events
- writing campaign, fundraising and newsletter emails to our 30,000 email subscribers
- supporting social media and digital advertising strategies to engage and grow Positive Money's followers, and producing content such as videos and blogs
- analysing and responding to digital performance data: such as email statistics, social media reach and google analytics
- helping empower and platform communities currently under-represented in our supporter network, such as young people, women and Black Asian and Minority Ethnic communities, with relevant content, campaigns and actions
- building relationships and collaborating with campaigners at partner organisations in the new economy movement
- overseeing the smooth-running of Positive Money's website, CRM and action platforms (Wordpress, Action Network), and liaising with the part-time web developer

- supporting Positive Money's international campaigns, alongside our campaigns teams in Positive Money Europe and Positive Money US
- supporting the Head of Campaigns and Organising in developing the wider public engagement and mobilisation strategy
- maintain a general (non-expert) understanding of Positive Money key campaigns and proposals and messages, and translate them into accessible and engaging content
- represent Positive Money at external events
- potential line management responsibilities within the first year

Essential skills and experience:

- Excellent written communication skills; ability to write short, punchy copy to capture and engage audiences; experience writing mobilisation emails to large audiences
- Experience producing high-reach social media content: Facebook, Instagram, Twitter
- Experience creating content to educate a public audience: eg videos, blogs, articles
- Experience delivering successful campaigns that reach and mobilise the public
- Experience managing and liaising with activists or volunteers.

Desirable skills and experience:

- Experience creating Facebook, Instagram and Google adverts
- Experience writing educational or campaign video scripts
- Good eye for design and experience using Canva, Photoshop or similar products to create graphics or short videos
- Experience using Wordpress, Action Network and Excel (or similar platforms for website, CRM and spreadsheets)
- Facilitation experience: holding space for group work, workshops or webinars
- 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)

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: £32,500 per annum (starting salary) + 8% pension contribution.
Pro rata if working less than full time hours.

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: The role is based at Positive Money's office at Davina House, Goswell Road, London, EC1V 7ET, but we are also open to this role being based from anywhere in the UK.

In total we are a staff team of 14. Over half are based in London and we currently have a hybrid of in-office and home working. Several staff work fully remotely but with some travel to London. Travel to the London office would be expected up to once a month, in particular for team days, events or other meetings requiring staff attendance.

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

(In case the above link doesn't open in your browser/device, please right-click and choose "save as". In case that doesn't work either, please get in touch - recruitment@positivemoney.org.uk)*

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: Tuesday 10th May, 9am

Interviews will take place on: Tuesday 17th and Wednesday 18th May

Interviews can take place in our office or online if required

Start date: we hope the successful candidate will be able to start the week of 4th July.

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.