

The closing date for completed applications for this post is **12 noon, Monday 20 July 2020**. Interviews will be held on **Monday 10 and Tuesday August 2020**.

Digital Communications Officer

Job description, person specification and terms and conditions

Job description

Grade and salary

Grade 6, £35,785, excluding LW

Job type

Permanent

Hours

35 hours per week (open to job share applications), happy to talk flexible working

Location

Congress House, Great Russell Street, London WC1B 3LS (working from home during the coronavirus pandemic)

Responsible to

Social Media Officer - Campaigns, Communications and Digital Department

Job purpose

To create digital content for the TUC, with a particular focus on responding to breaking news and supporting the TUC's media, campaigning and policy priorities

Job content

The digital communications officer will:

- Create regular high-quality content aimed at different TUC audiences, including writing tweets, social posts, webpages and blogs, sourcing images and creating basic social graphics
- Manage the TUC's blog and edit blog posts, making sure they are timely, reach our audiences and support our campaign goals
- Work with the media team to create content that highlights the TUC's priorities on our social feeds, including in response to breaking news

- Work with the policy teams to create content that highlights the TUC's analysis and proposals for positive change on our social feeds
- Support the social media officer to make sure the TUC's social channels are engaging, responsive, and provide content to our audiences that promotes our campaign priorities
- Monitor and evaluate digital content through analytics and SEO, and test improvements to increase our impact
- Run and monitor paid advertising campaigns on our social channels, in liaison with others in the team and the TUC's agencies
- Work collaboratively with the rest of the digital communications team and the TUC's digital agencies to deliver on the TUC's digital priorities
- Work collaboratively with the policy, public affairs and media teams to plan and execute TUC campaigns
- Be a champion for great writing and edit others' writing as needed
- Perform any other reasonable tasks as determined by the social media officer or head of campaigns, communications and digital

Person specification - (E = essential, D = desirable)

Essential criteria

Experience

- Running high-profile social media feeds, either for an organisation or individual (E)
- Blogging, editing blogs, writing web content (E)

Skills

- Outstanding writing skills (E)
- Creating content for different audiences and optimised for search (E)
- Creative skills, including basic image manipulation or design (D)
- Creating paid social campaigns (D)

Knowledge and understanding

- Politics, the media and social policy issues (E)
- Campaigning (D)

Personal qualities

- Working collaboratively with colleagues (E)
- Taking responsibility for delivering on work priorities (E)
- Commitment to equality, anti-racism and the values of the trade union movement (E)
- Good judgement and political awareness (E)

Circumstances

- Lives within daily commuting distance of Congress House in central London (E)
- Able to undertake occasional evening and weekend duties, including some overnight stays, with appropriate notice (E)