**Digital Activism Coordinator Job Description**

**Grade/Salary:** Grade A £22,286 - £25,059

(including London weighting)

**Pension:** 4%

**Contract:** Fixed term 1 year

**Hours of work:** 35 hrs per week

(with some evening and weekend working)

**Holidays:** 25 days plus Christmas closure

**Reporting to:** Senior Policy and Communications Officer

**Location:** Unlock Democracy Office, London

**Application deadline:** 9am Monday 17 June

**Interview:** Interviews will take place on Tuesday 2 July

**ABOUT UNLOCK DEMOCRACY**

Unlock Democracy campaigns for a vibrant and inclusive democracy that puts power in the hands of the people. As a membership organisation we are governed by an elected council. We believe that the UK needs a modern democracy that is fit to deal with the serious challenges facing society today - whether that is domestic issues like the housing crisis, homelessness, stagnant wages, collapsing high streets and - or existential threats like the climate crisis.

Right now most people don’t think politics works for them. Decisions are too often made for people and communities, not with them. At every election we replace politicians, but the old way of doing things stays the same. To fix politics we need a democratic revolution, and Unlock Democracy’s main focus at the moment on our [New Politics Rules campaign](https://unlockdemocracy.org/written-constitution) is aiming to kick-start that revolution.

The Digital Activism Coordinator will join a small and creative team that thrives on collaborative working, seeking out new ideas, and experimentation. As a team, what brings us together is a genuine commitment to making change. We know we’ve got a big challenge on our hands but we’re all passionate about overhauling British democracy - because the status quo just isn’t working.

**ABOUT THE POSITION**

The Digital Activism Coordinator will join a growing Campaign Team that has big ambitions to mobilise the next generation of activists to challenge the political establishment and build a better democracy.

We want to revamp and expand our social and digital media presence to recruit a young and diverse activist base, and the Digital Activism Coordinator will lead on this. They will develop our existing social media channels (Instagram, Twitter, Facebook) to attract younger and more diverse audiences. They will also lead on expanding our offering on other digital platforms, such as podcasting or Youtube, to raise the profile of the campaign and draw in new activists.

We’re looking for a team member who will not just manage our social and digital media presence, but reimagine it altogether. We’re looking for someone to bring a new perspective to what we do online, and so you’ll be creative with big ideas.

We don’t mind if you’re a self-taught digital guru or have professional experience in this area. What we are looking for is a passion for digital communications in a campaign context and a track-record of delivering digital content that drives online engagement.

This role is perfect for someone who is looking to step up and take the lead on projects. As a small team we’re looking for a highly organised self-starter who is creative and original: you will be able to bring your own ideas to the table and roll with them. But as a small team we also need all hands on deck, so you’ll be someone that is happy to muck in and help on a wide range of tasks across the organisation.

We are deeply committed to equality, diversity, liberation and social justice and we welcome applications from anyone who shares these values. We want to create a better democracy and essential to that is the representation of diverse perspectives and experiences. We want to build a movement that is as diverse as the democracy we want to see, and it’s important to us that this is reflected in our ways of working and our staff team as well.

**OUR CAMPAIGN**

At Unlock Democracy we believe that our political system is broken and to fix it we need a people-led movement to take back power from the elite. The Digital Activism Coordinator will be joining the team at an exciting time, and will play a critical role in getting our [New Politics Rules campaign](https://unlockdemocracy.org/written-constitution) off the ground by reaching new audiences and mobilising a generation of activists.

Democracy in the UK simply isn’t working for most people, and we think the crises of today are rooted in an archaic political system that has entrenched the power of a small handful of elites. A starting point for a better democracy - one that is responsive to the needs of people around the country and empowers people to have their voices heard - must be a new constitution: a new set of rules for our democracy that are determined by the people, not the same old elite. We believe that if we want a fairer society, that has to start with a fairer political system.

**MAIN RESPONSIBILITIES**

**Digital development**

* Create visually exciting content, including social media posts, graphics/memes, emails, and website content, that engages new activists and inspires them to take action.
* Expand Unlock Democracy’s online presence to reach new target audiences by developing a new digital offering on Youtube and / or a podcast.
* Manage and develop Unlock Democracy’s social media channels.
* Use digital metrics to analyse the performance of Unlock Democracy’s campaigns and projects, and share learning points with the rest of the team.
* Work with the Senior Policy and Communications Officer to expand Unlock Democracy’s profile in new media (such as Youtube and podcasting).
* Work with the Campaigns and Digital Officer to maintain and update Unlock Democracy’s website.
* Work with the Membership and Fundraising Team to creatively promote crowdfunding and other fundraising activities.

**Activism**

* Mobilise a new and diverse online audience of young activists by transforming Unlock Democracy’s presence on Instagram, Facebook, Twitter and Instagram.
* Work with the Campaigns Team to drive online audiences to take offline action as part of Unlock Democracy’s movement-building activities.
* Work with the Campaigns Team to run hard-hitting, responsive and creative campaigns that win big political changes.
* Lead Unlock Democracy’s digital response to relevant political events, including a fast-paced turnaround of content such as social media shareables, memes, and videos.
* Produce a wide range of design and digital content including campaign leaflets, website content, and social media shareables and memes.
* Representing and promoting Unlock Democracy at events.
* Anything other tasks reasonably required by the organisation.

## **PERSON SPECIFICATION**

You don’t have to be a university graduate to do this job. If you think your experience fits the profile then we would love to hear from you. Your experience doesn’t need to come from paid work - it can be from personal projects, voluntary experience, or activities you’ve been a part of in your local community, college, university, or online activism.

We particularly encourage applications from people from ethnic minority backgrounds, LGBTQ+ people, people with disabilities, and people with caring responsibilities and other groups typically under-represented in campaigning organisations. If you’re suitable for the role then we’ll be happy to explore with you what reasonable adjustments are necessary for you to work with us. We are happy to explore options for flexible working.

**Essential criteria**

*This is a list of things we are looking for in a candidate. You will need to be able to demonstrate how you meet these criteria in your application.*

**Personal qualities and attributes**

* A commitment to building solidarity with diverse groups in society, for example communities of colour, indigenous groups, disabled people or LGBTQ+ groups.
* Strong commitment to a democratic system that works for everyone, not just the current political and economic elite.
* An interest in developing your activism experience and a willingness to branch out into digital production that you may not already have experience of.

**Experience**

* Taken part in a digital project or campaign from idea conception to delivery with measurable success.
* Managed social media channels in either a professional, voluntary or personal context.
* Produced a wide-range of digital content such as flyer design, social media shareables and memes, and videos.

**Skills**

* A good understanding of digital trends, preferably in a campaign context.
* Visually creative and a good eye for design.
* Ability to use design software (e.g. AfterEffects, PhotoShop, and / or InDesign).
* Ability to use video editing software (e.g. Adobe Creative Suite, iMovie and / or Final Cut).

**Desirable criteria**

*This is a list of things that may be useful for this role. You don’t have to have to meet these criteria, but if you do it’s a bonus.*

* Familiarity with basic HTML coding concepts.
* Knowledge of UK politics and an interest in democracy.
* Experience of podcast production (sound recording and editing, as well as concept development).