

Scottish Green Party

Holyrood 2021 Digital Co-ordinator

Job description

Job title: Digital Co-Ordinator

Accountable to: Holyrood 2021 Campaign Manager

Purpose of job: To co-ordinate, support and deliver planned and reactive digital media campaigning as part of the national digital communications team, leading on national social media and email output and supporting regions, branches and lead candidates in local digital campaign activity.

Salary: £22,500

Terms: Fixed term contract, ending Friday 14th May 2021

Hours: 37 hours per week, must be available to respond to communications and content opportunities outside of regular office hours (with overall hours managed through TOIL)

Other terms: 25 days annual leave, plus 10 public holidays, pro rata

Location of post: Home based. If COVID regulations and guidance indicate that a return to office-based working is considered safe then space will be made available at party offices in Edinburgh and potentially Glasgow. Occasional travel across Scotland will be required if the public health situation allows.

Background

The Scottish Green Party is heading into a critically important election, with the opportunity to significantly increase our elected representation in the Scottish Parliament.

Given the impact of the ongoing public health situation on our ability to deliver face-to-face campaigning, our digital output will be critical to achieving electoral success. The successful applicant will be responsible for delivering digital output, working within the wider communications team. They will contribute towards ongoing development of the Scottish Greens' digital communications and branding strategy.

Applicants who can demonstrate knowledge and experience of communication methods such as the use of email in political campaigns will be viewed favourably.

Main functions

- Work with the party's campaign and communications teams to deliver our digital communications strategy

- Contribute towards ongoing development of our digital communications strategy and take ownership of our digital branding over the campaign period.
- Produce creative and engaging digital content in line with the Scottish Greens' overall messaging and communications strategies and which can be used across national SGP digital channels, as well as those of leading party members such as our co-leaders, lead candidates and elected representatives.
- Support other campaign staff, lead candidates and members with content creation
- Bring proposals for specific campaign output to the party's communication and campaign meetings
- Maintain an understanding of the emerging trends in digital campaigning and contribute to the SGP's overall digital strategy, ensuring that the party is maximising opportunity in these areas.
- Monitor, analyse and report on the efficacy of digital output during the campaign period.
- Manage the digital communications delivery of key events during the campaign period such as our manifesto launch and spring conference.
- Support the campaign video officer with content suggestions, reviewing of draft scripts and dissemination of completed videos
- Work with the party's communications team to manage our social media schedule.

The post holder may be expected to contribute to projects outside the scope of this job description when required to do so by the Campaign Manager or other appropriate senior party staff or office bearer. Such work shall not be of an unreasonable nature in relation to the overall job purpose.

Person specification

Knowledge and understanding of:

- Effective digital campaigning techniques
- How differing digital platforms are used and an awareness of the different content needs of each platform
- The beliefs and policies of the Scottish Greens
- The wider Scottish political and public policy environment

Experience of:

- Working in a digital communications role, preferably in a political or campaigning setting
- Involvement in political campaigns, in either a paid or voluntary role
- Contributing to strategy and planning discussions

- Managing social media accounts
- Working in a fast-paced environment

Skills and Abilities

- Excellent organisational skills.
- Excellent copywriting abilities.
- Excellent project management skills and the ability to work to own initiative
- The ability to prioritise tasks and meet deadlines
- The ability to identify opportunities in a constantly evolving political environment
- The ability to work as part of a team and support colleagues

HOW TO APPLY

To apply please send a CV and a covering letter detailing how you match the person specification to recruitment@scottishgreens.org.uk

If you would like to discuss the role please contact Zeyn Mohammed (Campaign Manager) at zeyn.mohammed@scottishgreens.org.uk