



Campaigns Content Specialist

Functional Team: Impactful Campaigns - Social Media Campaigns

Reports To: Social Media Campaigns Manager

Location: UK - Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc

MISSION OBJECTIVE

The Social Media Campaigns team at 38 Degrees is accountable for the programmatic management and technical expertise in identifying, defining, and delivering people-powered campaigns across a range of issues that galvanize 38 Degrees' community of supporters to advocate for change. The Social Media Campaigns (SMC) team uses content and social media platforms to elevate the experiences and stories of our community of supporters, educate and persuade, mobilise supporters, and reach both decision makers and target audiences. We also invest in digital activism so that supporters are better organised and directed to amplify our 38 Degrees message and actions.

Reporting to the Social Media Campaigns Manager, the Campaigns Content Specialist is responsible for developing and producing compelling content for our social media channels to help drive the campaigns we run and serve our vision of changing the country to become fairer, more respectful and more sustainable. The Campaigns Content Specialist is a content creator who is passionate about social media and is interested in helping people across the country tell their stories and speak out about the issues impacting their lives. As a key member of the Social Media Campaigns team, they will work collaboratively with the rest of the team along with our wider Campaigns team to devise, develop and execute both campaign content and social media-led tactics. To further the goals of our campaign they will measure, monitor and suggest improvements to our social media campaigning outputs. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

MANAGE INTEGRATED PROCESSES



- Script, shoot, edit, and present engaging short-form video content that translates complex campaign issues into clear, high-performing social concepts.
- Act as a primary on-camera presenter for social media videos.
- Proactively pitch content ideas and tactics that align with campaign objectives and the organisational strategy.
- Support the SMC team in writing content, producing visuals, and writing briefs for freelancers.
- Understand and master the 38 Degrees approach: translating complex issues into understandable concepts, to produce content that is engaging and which creates impact.
- Ensure all content supports the organisational strategy and 38 Degrees brand.

ALIGN



- Advise managers and staff on guidelines, timelines, and procedures regarding the development of content to support smooth and sustained delivery of content for 38 Degrees.
- Collaborate with Campaigns and SMC teams to produce content that meets campaign and organisational goals.
- Works closely with the Supporter Experience and Insights team to build a nuanced understanding of our audience and content for case studies
- Collaborate with the Campaigns team on content development and social media-focused tactics.
- Monitor and assess performance of content developed across channels feeding back on successes and developmental areas – and leading necessary changes to execute best practice.

SUSTAIN SERVICE



- Responsible for managing, producing and planning the content calendar.
- Ensure content is high-quality and aligned with the 38 Degrees brand.
- Lead on developing the wider team's knowledge, understanding and confidence on best practice for creating quality and engaging content and advocate internally for the use of content as a campaign tactic.
- Evaluate and improve content delivery to better serve our community of supporters and target audiences.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrable capacity gained through significant experience in developing and producing high quality content and in reviewing and ensuring agreed targets and impact of content deliverables are fully evaluated.

CONCEPTUAL

Understands the interconnection of services/products that support the delivery of content.

APPLIED

Develop and produce content in a timely manner working collaboratively with colleagues.



COMMUNICATION SKILLS

Demonstrable significant skill in overseeing engagement of service/product provision both internally and externally.

INTERNAL

Significant experience in working collaboratively with teams to understand goals and produce content.

EXTERNAL

Lead on coordinating client engagement across a range of deliverables ensuring coordinated provision of service.



EXECUTION SKILLS

Significant demonstrated skill in working with internal and external stakeholders to deliver high quality content.

TIMELINESS

Significant experience in setting measurable production targets in collaboration with management and ensuring that these targets are understood, applied, and collaboratively achieved across teams.

QUALITY

Conduct structured review of provision of services ensuring the established quality standards are sustained.

TARGETED SPECIALISED KNOWLEDGE

- Significant experience in developing and producing reactive content in a news or campaigning environment, with the ability to produce examples.
- Significant experience of quickly distilling complex issues into content or concepts that can be easily understood by the masses.
- Strong skills in short-form video editing alongside strong working knowledge of graphic design.
- Proven experience presenting on-camera and creating video-first social content, ideally supported by a video portfolio or showreel.
- In-depth understanding of social video algorithms, trends, hooks, and visual storytelling techniques across TikTok, Instagram, Facebook and YouTube.
- Experience using Adobe Creative Suite (Premiere Pro, After Effects, Photoshop) & Canva.
- A strong understanding of what makes effective campaign tactics, and how to apply this through the medium of social medium
- Strong team-working skills, including the ability to work collaboratively with colleagues with differing levels of knowledge and confidence around social media and the use of social media in campaigning.