



## Job Title: Digital Communications Officer

Salary: £31,262 pa, (+£3,472 London Weighting where applicable)

Hours: 37.5 hours per week, 5 days per week (open to alternative working pattern)

Contract: Permanent

Based: London (Open to alternative locations in UK)

### Citizens UK

Citizens UK is the UK's biggest, most diverse and most effective people-powered alliance. We bring communities and local organisations together to work on issues that matter; from campaigning for zebra crossings on dangerous roads, to reforming the immigration system, to the Living Wage campaign. We have a track record of winning change through hundreds of local and national campaigns. We know everyday people have the ability to shape the world around them. We believe that through developing local leaders, we can drive nationwide change and create community-led solutions to big and small problems.

This role will also work closely alongside the Living Wage Foundation communications function. The Living Wage movement began in 2001, after Citizens UK brought together communities in East London to discuss poverty and low pay. The campaign grew in momentum and soon required a mechanism to recognise employers who wanted to join the movement, which saw the establishment of the Living Wage Foundation in 2011. Still part of Citizens UK today, the Living Wage Foundation continues to work with community organisations to make sure the voices of both workers and businesses are part of the Living Wage movement. We now work with over 16,000 employers, benefitting over 475,000 people and winning over £4bn of better wages for people who need it most.

### Purpose

At Citizens UK, our staff work within communities to develop leaders, strengthen organisations, campaign for change and organise across difference. There are various project roles and operational, communication, finance and HR roles that support the organisation and project staff and organisers to deliver on this mission and work. This work is rewarding and can be challenging; it requires a personal commitment to inclusion, a willingness to listen and disagree respectfully, and an interest in working in an organisation where our staff, member institutions and leaders will come from a diversity of backgrounds and often hold views that may be very different from our own. More information about how we operate within this context and build trusted relationships across difference can be found on our website and is covered in induction. Onboarding and navigating this relational culture, and type of work, is supported by line managers and further training.

### Main Responsibilities

We're looking for someone who wants to combine their passion for social change with their commitment to digital communications and content creation.

As part of the communications team, you will lead our social media management. You'll create innovative new content that showcases the stories of our community leaders and their campaigns. And you'll also work across our digital communications channels to make sure we are engaging with our membership and reaching new audiences. These channels will include paid ads, Google Ads, email marketing and CMS management systems. You will have experience with some or all these channels, but most importantly, a willingness to learn and put in place new digital tactics. You'll be a strong communicator with the ability to tell a story in a short time frame. You'll have

brilliant instincts for how to take complex issues and translate them into strong digital campaigns for multiple audiences. As an organisation with chapters all over the country and dozens of campaigns happening at any one time, you'll also thrive in working closely with people to generate content and an interest in multiple social issues, including refugee and migration justice and the Living Wage.

Working closely with teams across Citizens UK and alongside the Living Wage Foundation communications team, you will help communicate through digital outlets with members, leaders, and the general public. Your role will sit in a small but busy communications team, as part of a wider cross-organisation department of 22, working closely with colleagues in marketing, press, public affairs and policy. Day to day, you will work most closely with the Content and Marketing Officer and be line managed by the Digital Engagement Manager. This role may involve regular travel to different towns and cities across the UK to gather content and meet community leaders.

CPT Headings	
<b>Contribute to CUK mission and its strategic objectives</b>	<ul style="list-style-type: none"> <li>• Contribute to digital and broader communications activity that advances Citizens UK and the Living Wage Foundation's strategic priorities and public impact</li> <li>• Ensure all communications reflect Citizens UK values, tone of voice and brand guidelines, acting as a brand ambassador for the organisation</li> <li>• Support fundraising and income-generation activity through integrated campaigns and audience journeys</li> </ul>
<b>Situational awareness and research</b>	<ul style="list-style-type: none"> <li>• Develop a strong knowledge of our audiences on digital channels to drive engagement, grow impact and increase brand awareness</li> <li>• Work closely with the policy and public affairs team, demonstrate good political knowledge, applied in campaigning and digital spaces.</li> <li>• Monitor news and trends across social media platforms, and use this to inform content strategy</li> <li>• Identify opportunities to engage or collaborate online with relevant partners, organisations and high-profile individuals (such as elected officials, content creators and influencers).</li> </ul>
<b>Strategy development</b>	<ul style="list-style-type: none"> <li>• Participate in development of the communications strategy, contributing tactical and creative ideas</li> <li>• Lead on creating a test and learn social media and creative content approach for national Citizens UK channels</li> <li>• Upskill colleagues and community leaders to create content and run their own social media channels</li> <li>• Support with delivery of communications objectives against national campaigns, such as migration justice and the Living Wage.</li> <li>• Contribute to the maintenance of the Editorial Calendar</li> <li>• Monitor analytics of social media channels and the website to track campaigns and deliver against KPIs</li> <li>• Manage creative consultants, freelancers and external suppliers</li> </ul>

<b>Reputational &amp; risk management</b>	<ul style="list-style-type: none"> <li>• Maintain awareness of reputational considerations across communications outputs</li> <li>• Ensure all materials are produced to support accessibility, including transcribing interviews and subtitling</li> <li>• Update key communications files and assets, ensuring GDPR compliance</li> </ul>
<b>Materials development and dissemination</b>	<ul style="list-style-type: none"> <li>• Work with key stakeholders and internal teams to manage a consistent social media content plan</li> <li>• Produce high quality, accessible and on-brand content for use across social media and website that reflects the breadth and diversity of our members</li> <li>• Support with the use of paid social media advertising to boost our brand and campaigns</li> <li>• Attend events such as public demonstrations, assemblies and leadership trainings to capture stories, quotes, images and video of community members</li> <li>• Adhere to safeguarding and consent processes</li> <li>• Contribute to the development and optimisation of the website</li> <li>• Support with website copywriting, proofing and updating content</li> <li>• Manage and execute email campaigns, including data management, copy, testing and optimisation</li> </ul>
<b>Internal relationships</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with colleagues across Citizens UK and the Living Wage Foundation to align messaging and activity</li> <li>• Coordinate and advise the digital communications work of colleagues across the organisation</li> <li>• Provide periodic trainings to colleagues to upskill them on digital communications</li> <li>• Support the HR team with recruitment marketing</li> <li>• Attend events, training, public actions and assemblies to capture engaging photo and video content</li> </ul>
<b>Learning, expertise and DEI</b>	<ul style="list-style-type: none"> <li>• Support ethical and inclusive storytelling, ensuring lived experience is represented responsibly</li> <li>• Keep up to date with industry best practice in digital communications</li> <li>• Contribute to a positive and collaborative team culture</li> </ul>

## Personal Specification

(D) Desirable, (E) Essential

### Qualifications

- Degree or training in a relevant field such as communications, marketing, media, or community organising (D)

### Experience

- Experience in identifying target audiences and devising digital marketing campaigns that engage, inform and align to branding principles (E)

**Commented [SG1]:** "... and align to organisational branding and design principles" suggestion to add this criteria that is listed and crossed out below to this point - as reduces number of separate criteria and would expect that experience of devising digital marketing campaigns means experience of aligning to organisational branding and design principles i.e. They go together.

- Experience of creating written, audio or visual content for application across a range of digital channels (E)
- Experience of managing social media channels, including planning a content pipeline, scheduling and capturing content at live events. (E)
- Experience of marketing, design or filming - gained in a professional or voluntary capacity (D)
- Experience of managing crisis communications, particularly in relation to social media (D)

#### Key skills and knowledge

- A clear and demonstrable understanding of digital storytelling and tactics (E)
- Proven knowledge of best practice engagement tactics across core social media channels, including Facebook, Instagram, X (Twitter), LinkedIn and YouTube and experience with social media scheduling (E)
- Knowledge of Paid Media platforms - e.g. Facebook Business Manager, Google Ads (D)
- Experience with managing a website CMS and/or leading on website UX and basic coding skills (HTML, CSS or other relevant languages) (E)
- Excellent written and verbal communication (E)
- Shooting and editing photography and videos with experience using Adobe Creative suite or similar design and production products (e.g. Canva, Premiere Pro, Lightroom, InDesign, Illustrator, Photoshop etc.) (D)
- Excellent time and project management skills (E)
- Understanding of fundraising communications (D)

#### Personal qualities & values

- Adaptable, motivated and reliable with the ability to take initiative (E)
- A strong commitment to social justice and alignment with Citizens UK's mission and values (E)
- Enthusiasm in bringing community organising work and leader voices to wider audiences (E)
- Ability to build positive working relationships with colleagues, partners and community stakeholders in a relational and accountable team culture (E)
- A willingness to travel to parts of the UK and attend events (D)

#### About the application process

We work within diverse communities bringing people together. In line with our Inclusion value, we would love to see applications from LGBTQIA+ people, people from racialised communities, people living with disabilities and people of faith, all to better represent the communities we work in. We want our employees to have the working conditions that allows them to fully participate, be able to be their best authentic selves and thrive doing so, and we have employee networks to support staff. Even if you don't quite meet all the required criteria still consider applying, as we invest in our employees and support them to develop the skills and knowledge required to deliver their role.

For questions and reasonable adjustments regarding your application including information in a different format, or our recruitment process, please email [recruitment@citizensuk.org](mailto:recruitment@citizensuk.org).

**Commented [SG2]:** There are 3 bullet point under qualities that assess relationship skills and teamworking - can you try to reduce down to 2 criteria bullet points and what can assess at application /interview stage. The two bullet points highlighted in brown are the suggested bullet points to combine and reword.