

# Social Media Officer

## Job description and Person specification

The Green Party is recruiting a Social Media Officer to enhance the social media activities of the party in the build up to the General Election and perhaps beyond. We have been very successful in using social media to date – for example: surging from 28,000 Facebook likes in April 2014 to more than 128,000 likes today. But we want to go a stage further for the General Election. We are looking for someone with experience in developing an organisation's social media activities. This person will work closely with both the Policy Communications Manager and the Press & Communications Manager and will contribute to all our digital activities be they fundraising or supporter/member recruitment.

**Application process:** Applications to be submitted by the 30<sup>th</sup> January 2015, interviews to be held on the week of the 2<sup>nd</sup> February 2015. Please email your completed application form (found on [www.greenparty.org.uk/jobs](http://www.greenparty.org.uk/jobs)) to [recruitment@greenparty.org.uk](mailto:recruitment@greenparty.org.uk)

**Salary:** £25–30,000 depending on experience

**Hours:** 35 hours per week till End June 2015 (with some degree of flexibility for the right candidate)

**Location:** Green Party Office, London

**Line manager:** Policy Communications Manager

**Reporting to:** GPEx Management Coordinator, GPEx Campaigns Coordinator and GPEx External Communications Coordinator.

### Outline of Social Media Officer role:

1. Expand the national Green Party's social media presence and range of activities beyond Facebook and Twitter with particular reference to YouTube and emerging social media channels.
2. Help leading Green Party General Election candidates develop a strong social media presence – particularly on Facebook and Twitter.
3. Use social media activists (remote volunteers) and national party volunteers to promote our social media activities across the country and to many different social spectrums.
4. Monitor local parties' social media activities and provide guidance and control where necessary.

5. Develop mechanisms for measuring our social media activity and impact by using relevant tools.
6. In conjunction with the Fundraising and Membership Officer use social media to assist with fundraising and driving up the number of non-financial supporters.
7. Develop best practice for social media and provide this expertise to local parties through training events, including contributing to party conference.

### **Responsibilities:**

1. Managing a budget for the use of social media and report on successful use.
2. Provide reports on social media activity for GPEx.
3. Manage suppliers who will provide intelligence on social media work.
4. Report on the increase of supporters from social media activity.
5. Development of guidance documents and training for local parties over the use of social media.
6. Monitor and control the use of social media with Green Party branding across the country.

### **General points applicable to all Green Party jobs:**

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
4. Green Party staff may be required to attend Green Party Executive and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and appraisal system, but are

expected to show initiative within this framework in managing their workload to meet the overall goals of the party.

6. Green Party staff are required to keep a timesheet along with records and details of work carried out as requested by their line manager and may, from time to time, be required to provide written or oral reports to the Executive.
7. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
8. Green Party staff are expected to identify and make recommendations to the Head of Office on improving the systems within the office.
9. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
10. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the Head of Office and in accordance with the current policy on the management of volunteers.
11. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via the Head of Office or relevant GPEX Co-ordinator.
12. This job description may be periodically reviewed in consultation with the post holder.

## Person specification for Social Media Officer role

	<b>Attribute</b>	<b>Essential / Desirable</b>
<b>Experience</b>	1. At least 1 years' professional experience managing social media activities for a campaigning organisation 2. Experience of monitoring the impacts of social media campaigns 3. Experience of using contact management databases 4. Experience of delivering training guidance documents and training around social media 5. Experience of writing professional reports around social media activities	Essential Essential Essential Desirable Essential
<b>Skills / Abilities</b>	6. Ability to write concise statements to encourage engagement in a campaign 7. Ability to manipulate large amounts of data 8. Proven Diligence in roles undertaken	Essential Desirable Essential
<b>Knowledge</b>	9. Graduate with Diploma, BSc or BA 10. Understanding of Green Party organisation at local, regional or national level	Desirable Desirable
<b>Personal attitudes</b>	11. In sympathy with the aims and policies of the Green Party, and committed to the development and implementation of a Green and sustainable society. 12. Dedicated to accuracy and delivery of tasks in a timely manner.	Essential Essential
<b>Personal circumstances</b>	13. Eligible to work in the UK. 14. Able and willing to work unsocial hours and outside of normal office hours as required by the post. 15. Not a member of another UK political party.	Essential Essential Essential
<b>Equality</b>	16. Candidates must indicate full commitment to the principle of Equal Opportunities for all in line with the Party's policies.	Essential

### **Equal Opportunities statement:**

All Green Party employees are required to carry out the Party's policies concerning racial and sex equality and the rights of people with disabilities and lesbians, gay men and people who are bisexual both in terms of equal opportunity for employment, in policy work and access to the Party's services.