

JOB DESCRIPTION

Job Title:	Head of Digital Content
Responsible to:	Director of Communications
Salary:	£32,000-£40,000 pa (depending on experience)
Benefit:	8% Employer's Pension Contribution
Tenure:	Permanent
Hours:	Full time 40 hours per week
Location:	LDHQ, Westminster, London SW1P

Purpose of job

Using all tools and channels available, the Head of Digital Content will be responsible for devising, implementing and continually updating the Liberal Democrats' national online communications strategy; managing and developing the party's online profile and engagement.

The successful applicant will drive forward an agenda that is creative and ambitious, that should aim to set a new standard for how political parties in the UK engage and mobilise online.

Working as part of a small but effective communications team, this role will be at the forefront of the party's fightback, spreading its message and supporting the party's efforts to grow its supporter base and membership.

The role covers the full spectrum of what's required of a modern and creative campaigning organisation, including web design, analytics, digital marketing and targeting, social media engagement and maximising the use and potential of the party's own national website.

This role will also manage a small team responsible for designing and producing political content across all party media channels, including its internal communications. It therefore involves working closely with staff and stakeholders from across the party.

Key Responsibilities

Responsible for all aspects of the Liberal Democrat website and social media campaigns which will include:

1. Lead the strategy for communicating the Lib Dem message through digital channels that delivers increased engagement.
2. Develop and build a network of volunteers and staff to support the party's digital strategy.
3. Write, create and design content for online platforms.
4. Develop an innovation and data-led culture using testing and analytics to achieve maximum bang for the party's buck and to ensure the party is at the forefront of digital campaigning.
5. Be a leader in the party for digital campaigns and build strong relationships so digital runs through the work of all departments

Person Specification

We are looking for a creative and ambitious individual who has a track record of using strategic and creative online engagement, campaigning and design.

The successful applicant will be someone who is prepared to continually adapt and trial new ideas. They will be able to hit the ground running, looking at the immediate challenges ahead, but also have a vision for the future and the ability to accelerate or upscale plans at short notice as circumstances allow.

They will need to be a strong communicator, with the confidence to take initiative and make quick judgements in a fast-moving political environment. An ability to juggle a demanding workload and to be strategic, while being a strong team player will be a key. The candidate will also be ready to manage others (including volunteers), lead and motivate.

They will need to be very comfortable with digital innovation and using digital skills in all aspects of campaigning, especially in promoting messages and engaging with voters.

The successful candidate will share Liberal Democrat values and will be excited to be a leading part of a movement committed to putting liberal values into power.

Essential Skills and Experience

1. The ability to lead and design the strategy for the Liberal Democrats' engagement online, using all tools and channels available.
2. A strong understanding of website design, digital project management, analytics, digital marketing and targeting and social media engagement.
3. A clear understanding of segmentation, target audiences and message delivery.
4. A track record of delivering innovative, high quality and accurate digital content, campaigns and communications.
5. A strong communicator who can build and manage teams while also able to work on their own initiative.
6. A track record of managing and prioritising competing workloads and dealing with a range of demands and stakeholders.
7. Sound judgement, good strategic skills and the ability to make quick decisions under pressure.
8. A strong understanding of the current political environment, and able to demonstrate what the Liberal Democrats must do in order promote messages and engage voters.
9. A commitment to the principles, aims and objectives of the Liberal Democrats.



Desirable Skills and Experience

1. The ability to edit and generate video content.
2. Graphic design skills, with the ability to assist the team as and when necessary.
3. Experience in digital marketing, and in particular targeted paid advertising using Facebook, Google and other online platforms.