



JOB PROFILE – Digital Campaigner

Status & Hours: Permanent, Full-time (35 hours per week)

Reports to: Head of Campaigns & Engagement

Location: London

Salary: £33,641 (includes London weighting)

How to apply: Please complete and submit the application form and equal opportunities form by 9am on Monday 13 July: application@jubileedebt.org.uk

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1. About the role

Jubilee Debt Campaign is recruiting a Digital Campaigner to lead our digital campaigning and communications work.

This is a key role in the organisation and crucial to the success of our campaigns. Working across all of our campaigning issues, from the global South debt crisis to the UK's growing household debt trap, you will be writing accessible, punchy and inspiring copy; overseeing our social media channels; building webpages, actions and emails; commissioning on and offline communications products; and ensuring we have digital systems in place to recruit, engage and retain supporters and measure impact. This is a big job in a small but highly effective and growing team, and you will be joining at a time when the issues we work on are growing in prominence.

We're looking for someone with a background in digital organising or campaigning, who has a range of experience producing content, and a passion for social justice. This is a broad role, and we're not expecting you to be expert in everything from the start, but you've got to have the skills and experience to help us talk about our issues in an accessible and engaging way and to champion digital in campaigning within the organisation.

The is a permanent role being offered on a full-time basis (35 hours) per week. We offer pension contributions of up to 7.5% of your salary plus 1% of the average organisational salary, an annual leave

entitlement of 30 days per year per annum plus bank holidays, and flexi-time working arrangements outside the core hours of 10am-4pm. The role will be working from home until government advice allows a return to office work.

2. About us

Jubilee Debt Campaign is a UK charity working to end poverty, inequality and exploitation caused by unjust debt. We do this through research, education, and campaigning, based around the principles of solidarity and partnership. We seek to strengthen the global movement for economic justice through everything we do.

Our vision is of a world that is fair, democratic and sustainable, where everyone has their basic needs met, their human rights respected, and the opportunity to flourish, live a dignified life, and contribute to their community and to society as a whole. This is a world where finance and the banks serve the public interest, and where no-one is exploited, oppressed or driven into poverty by debt.

We have a small, highly-skilled team with an agile, creative and flexible approach, a network of local activists across the UK, a growing community of online activists, and a strong network of allies in the UK and around the world. All of this adds up to a big impact, relative to our size. Key victories in recent years include:

- \$130 billion of debt cancellation for developing countries as part of the Jubilee 2000 campaign
- An Act of Parliament to protect 40 poor countries from being sued by vulture funds in UK courts
- \$100 million of debt cancellation for Ebola-affected countries: Liberia, Sierra Leone and Guinea
- A cap on interest and charges for rip-off 'rent-to-own' products

In 2015 we revised our charitable purpose to enable us to bring our expertise and experience of working on debt crises in developing countries to bear on the debt problems and opportunities facing the UK economy. We've just finalised a new strategy with ambitious goals to guide the next 3-5 years of our work.

3. Role Responsibilities

The main responsibilities for the Digital Campaigner are as follows:

Creating, building and overseeing content

- Oversight of Jubilee Debt Campaign website
- Writing and building content for webpages and emails to an excellent standard, ensuring web design standards are high and help to increase conversion
- Commissioning and managing development of digital products e.g. graphics or video
- Building supporter actions, supporter donation pages and other forms
- Some offline content creation such as managing newsletter production
- Ensuring supporter and user journeys maximise conversion and engagement

Oversight of social media and online supporter recruitment

- Managing a calendar of social media content
- Creating and posting content for Facebook, Twitter and Instagram
- Ensuring the growth and development of our social media presence
Supporting JDC activists with social media where appropriate
- Managing online recruitment pushes and developing our use of different channels

Brand oversight, compliance, and messaging development

- Ensuring brand guidelines are adhered to across all public communications
- Ensuring all public communications comply with data protection requirements, Code of Fundraising Practice, and copyright law
- Managing system for storing assets such as photos and videos
- Finding or commissioning imagery
- Input into message development for campaigns

Tracking, analysis, and data management

- Setting up and managing systems to track our engagement, e.g. using Google Analytics, and tracking email and social media engagement
- Ensuring learnings are applied to improve performance
- Supporting the Head of Operations in ensuring our inhouse systems support the smooth flow of supporter data, to enable us to gain insights and better manage supporter journeys

Organisational

- Inputting into the development of organisational and campaign strategy
- Manage budgets where appropriate
- Participate in team discussions on strategy and day-to-day operations and help with facilitation
- Support the team with shared responsibilities around administration

4. Person Specification

ESSENTIAL

- Ability to write engaging supporter-focused content for web pages, emails, and social media
- Knowledge and experience of building campaigning actions on any platform (E.g. Engaging Networks, Campaignion)
- Skills in building webpages, including online page design, and building user journeys to increase conversion
- Ability to develop excellent email or cross channel supporter journeys that engage supporters and encourage them to take campaign actions and/or donate
- Experience in creating social media content and managing social media channels
- Some knowledge of data protection and GDPR
- Some knowledge of campaigning and organising to achieve policy change objectives
- Some experiencing in commissioning or producing content such as graphics, videos or other online products
- Knowledge of how to use insights from data to improve performance, and how to set up and manage systems to collect data
- Ability to work to deadlines and take responsibility for delivering projects without day-to-day supervision
- Effective project management skills, including putting systems in place, planning, monitoring and evaluation
- A positive, can-do attitude and willingness to 'pitch in', and ability to work collaboratively as part of a team
- Commitment to social justice and to tackling all forms of oppression, bigotry and exclusion
- Support for Jubilee Debt Campaign's vision and mission

DESIRABLE

- An understanding of economic justice issues
 - Knowledge of HTML or other coding
 - A background in working with a large supporter base for a non-profit or similar organisation
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5. How to apply

Applications, each including a completed Application Form and a completed Equal Opportunities Form, must be submitted by email to application@jubileedebt.org.uk by 9am on Monday 13 July.

Please DO NOT submit a CV; we will accept only applications submitted on our application form. We are very sorry that we cannot reply to all unsuccessful candidates, so if you have not heard from us by Wednesday 22 July, please assume that we were not able to shortlist you.

Applicants must have the right to work in the UK; Jubilee Debt Campaign cannot sponsor visas for people who do not already have this right.

Interviews will take place on Tuesday 28 July.

6. Further guidance on your application

These following notes are intended to help you complete the application form. This form is of vital importance as it provides the only information on which we can base our decision as to whether your skills and experience match the needs of the job and therefore whether to invite you to interview.

A. General

- Remember to complete all parts of the application form. If you think some parts do not apply to you, write 'not applicable' in the spaces provided for your answer.

B. References

- Remember to check with your referees that they are happy for us to contact them before you nominate them. We will not contact them without informing you.
- You are asked to supply details of referees that cover the last five years of your employment. One should be your current line manager, or your most recent line manager if you are not currently in employment.
- If you are unemployed, your last employer should be named and if you have any voluntary or unpaid experience, e.g. as a member of a committee, you could include the chair of the committee among your referees.

C. Employment History

- Please give details to the nearest month and year of previous jobs held, and account for any gaps in your employment record.
- Some people will have developed many relevant skills through voluntary unpaid work. These details should be included on the form, particularly where the experience has helped you to develop skills and abilities that we have asked for.

D. Education or Training

- In this section please include information about any relevant courses that you have attended, as well as your educational history from A-level (or equivalent) onwards.

E. Supporting Statement

- This section gives you the opportunity to demonstrate why you are suitable for the post. Before completing it, please refer to the Role Responsibilities and Person Specification earlier in this pack.
- In this section of the form it is essential that you set out how your skills and experience meet each of the points in the Person Specification. Make sure that you give specific examples. This means telling us what you personally did in your role rather than what the team did. It also means giving us concrete examples of where you demonstrated a particular skill, rather than simply saying that you have it.

- We will assess how you meet every criteria in the Person Specification, so it is important that you try to address each specific skill or experience that is listed.

F. Criminal Convictions

- The fact that you have a criminal record does not automatically prevent you from being considered for a job. We will take into account the nature of the offence, when it happened and its relevance to the job. If you are shortlisted, this will be discussed with you at the interview.

7. Equality and Diversity Policy

Jubilee Debt Campaign is committed to promoting equality and diversity, providing an inclusive and co-operative environment in which all individuals working for and on behalf of the organisation feel respected and able to give of their best. Through the implementation of this policy we seek to:

- Ensure that all staff (current and prospective), volunteers, members of the Board, and other elected representatives and members are afforded equal opportunities regardless of race, colour, nationality, ethnic origin, religious or political belief or affiliation, trade union membership, age, health, gender, gender reassignment, marital status, parental status, caring responsibilities, sexual orientation, disability, socio-economic background, educational background, ex-offender status, or any other inappropriate distinction.
- Promote diversity and equality for persons working for and on behalf of Jubilee Debt Campaign and value input from individuals and groups of people from diverse cultural, ethnic, socio-economic and other distinctive backgrounds.
- Promote fair and equal treatment for employees in fulfilling their potential, ensuring that no individuals or groups of people are afforded unfair privilege within the working environment.
- Treat all members of staff fairly and equally, irrespective of their length of service, status and number of hours worked.
- Challenge discriminatory practice and less favourable treatment, wherever this is identified.
- Undertake positive action, wherever possible, to encourage greater participation of under-represented groups of people across the organisation.
- Promote an environment free from discrimination, victimisation or bullying in any way or form in relation to all employees and visitors to the organisation.
- Regard breaches of JDC's Equality and Diversity Policy as misconduct which may lead to disciplinary action.
- Keep under review all employment practices and procedures to ensure fairness.
- Keep under review all practices and procedures as set out by the Management Committee and as defined within the Staff Handbook, to ensure fairness and equality.

8. Finally

Thank you again for your interest in the Jubilee Debt Campaign. We very much look forward to hearing from you.