



## Digital Comms Coordinator

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**Location:** The team tends to be based in London when working from an office, however we welcome applications from outside London and are open to options for remote working.

**Salary:** £25,000 (pro-rata)

**Start date:** April 2021

**End Date:** April 2022

**Hours:** 16 - 24 hours per week.

*This is a part-time role and we are open to applications for either 2 or 3 days per week. As TWT is a grassroots, volunteer led organisation, you may be required to work some evenings and weekends.*

*Depending on funding, there may be opportunities to work up to 5 days per week between June and September. This is flexible and once appointed an exact work plan can be agreed. You will need to be available to be in Brighton from the 22nd September to the 30th of September for the festival.*

*This contract is for 1 year and extension is dependent on funding.*

### Application process:

Please send an email to [join@theworldtransformed.org](mailto:join@theworldtransformed.org) with 'Digital Comms Coordinator' in the subject line. This email should include:

- 1) Your CV
- 2) Please answer the following two questions in 1000 words (total) or less:
  - Why are you suitable for this role?
  - Why do you think The World Transformed is important?

**Application deadline: 28th March, midday**

**Interviews will take place between week commencing 5th April**

### About the role:

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The Digital Comms Coordinator will lead on expanding TWT's audiences through social media, digital content and online events. By planning and delivering strategies for increasing TWT's digital reach, this Coordinator will play a vital role in building the organisation's supporter base so that the organisation can continue to grow, as well as developing TWT's ability to effectively deliver digital content to target audiences.

## Key responsibilities:

- Work with the Finance & Fundraising Coordinator and Steering Group to develop an organisation-wide comms strategy and oversee its implementation
- Work with other staff and Working Groups to develop and implement communications plans for specific projects, including TWT's annual festival
- Lead on developing a specific digital comms strategy, including working with the Finance & Fundraising Coordinator to explore both paid and organic methods for list growth
- Coordinate digital content creation for TWT's communications channels, including high quality video content produced from TWT's physical and online events
- Work with the Programming & Content Coordinator to organise online TWT events to engage new supporters and drive email sign-ups and donations
- Expand TWT's online reach and engagement with target audiences
- Manage TWT's day-to-day social media output
- Maintain and develop TWT's Youtube channel
- Maintain and develop TWT's website, including working with external web developers where relevant
- Ensure there is a press strategy in place for TWT's festival which aligns with TWT's overall comms strategy, including working with temporary press officers where required
- Support the Finance & Fundraising Coordinator to develop and deliver TWT's fundraising strategy
- Build and coordinate a team of TWT Organisers and wider volunteers who can support digital comms work

*\*\*Please note that the Digital Comms Coordinator will not be responsible for managing emails and communications to our mailing and supporters lists.*

## Key skills and experience:

- Experience of growing an organisation's audience.
  - Experience of delivering successful social media strategies
  - Experience of planning the creation of high quality digital content
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- Knowledge of paid and organic list growth strategies
  - Excellent writing and editing skills
  - Excellent IT skills
  - Experience working with volunteers
  - Ability to prioritise tasks and manage your own workload
  - A commitment to the aims and objectives of The World Transformed, including a firm commitment to equal opportunities and diversity

## Desirable skills and experience:

- Experience organising online events
- Digital content creation skills including video editing
- Experience in press work or media relations
- Strong understanding of socialist ideas and strategy, including knowledge of the labour movement and social movements

## Other information:

We're committed to providing equal opportunities for everyone and doing what we can to address the under-representation of people from certain backgrounds. As such, we especially welcome applications from Black, Asian and minority ethnic people; people with disabilities; people who identify as LGTBQIA; and people from working class backgrounds. A university education is not a requirement for this position. *In order to help us uphold our commitment to equal opportunities, diversity and inclusion, please consider downloading and filling out this [optional form](#) and send it to [join@theworldtransformed.org](mailto:join@theworldtransformed.org).*

Applications from across the country will be accepted, but as we are based in London it will be necessary for you to travel to London regularly. This is something we can discuss further at the interview stage but if you have any questions you would like answered prior to submitting your application, please feel free to email us.

If you have any questions, please email [join@theworldtransformed.org](mailto:join@theworldtransformed.org)

Anything you ask in these circumstances will not be considered in relation to your application, so fire away!

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