

Social Media Officer

Job Description and Person Specification

Purpose of the role

To support the Digital Communications Officer with the day-to-day running of the Green Party's social media accounts, contributing to content planning and creation, as well as being a critical part of election and campaign activities.

To proactively contribute with ideas and input into messaging strategy, news and political developments and key organisational priorities, building on plans to strategically grow the party's reach and impact on social media.

Salary:	£27,863 per annum FTE (point 6 on the GPEW pay scale)
Hours:	Full-time (35 hours per week) for 2 months or part-time (17.5 hours per week) for 4 months
Job type:	Temporary, self-employed basis
Location:	Hybrid – home-based, London, on location as required
Line manager:	Digital Communications Officer
Line management responsibilities:	N/A
Key relationships:	Communications team, Development team

Application process:

To apply, please complete the application form and return to recruitment@greenparty.org.uk

We welcome applicants from all backgrounds and communities, in particular those that are currently under-represented within our staff team. This includes, but is not limited to, people from minority ethnic groups and those who identify as disabled.

If you require any adjustments to help you complete the application, please contact hr@greenparty.org.uk

Principal Roles and Responsibilities

- Support the Digital Communications Officer with the day-to-day running of the Green Party's social media communications channels.
- Write social media copy to a high standard, weighing up political considerations with engagement potential.
- Translate the Green Party's policies and messaging into engaging and compelling digital content for a variety of channels and audiences.
- Develop and deploy visual content including graphics and video in support of the Party's online communications.
- Identify issues that could potentially damage the organisation's reputation and recommend digital communications actions to manage and mitigate such risks, including managing interactions across social media channels.
- Contribute to the communications team's Out-Of-Hours function, ensuring there is sufficient cover and expertise for social media channels.
- Assist and support other staff teams and volunteers to develop social media capacity where appropriate.
- Actively explore opportunities to expand the Green Party's presence on digital communications' channels and tools for online engagement bringing new ideas and knowledge of changing trends.
- Carry out live reporting on Green Party events and media opportunities as appropriate, including on location if needed.

Person Specification

	Attribute	Essential/ desirable	Assessment
Experience	Demonstrable experience managing social media channels in a political and/or membership organisation including Facebook, Twitter, Instagram and TikTok	Essential	Application/ interview
	Demonstrable experience in social media engagement and growth strategy	Essential	Application/ interview
Skills/abilities	Excellent organisational and planning skills	Essential	Application/ interview
	Ability to work on multiple projects simultaneously	Essential	Application/ interview

	Strong verbal, written and visual communication skills including a high standard of copy writing for social posts	Essential	Application/ interview
	Video creation including editing and captioning	Desirable	Application/ interview
Knowledge	Understanding of Green Party organisation at local, regional and national level	Essential	Application/ interview
	Understanding of the UK political environment, generally and in the social media sphere	Essential	Application/ interview
	Understanding of up-to-date audience engagement methods and social media trends	Desirable	Application/ interview
	Familiarity with relevant campaign issues and organisations	Desirable	Application/ interview
Personal attitudes	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential	Application/ interview
	Creative and open minded with a desire and willingness to feed proactively into daily editorial meetings	Essential	Application/ interview
Personal circumstances	Not a member of another UK political party	Essential	Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential	Application
	Eligible to work in the UK	Essential	Application
Equality	Committed fully to the principle of Equal Opportunities for all inline with Green Party policies	Essential	

1. The Green Party is a political party in the United Kingdom. It is a green party, which means it is concerned with the environment and social justice.

2. The Green Party was founded in 1983. It was the first green party in the United Kingdom to have a significant presence in the House of Commons.

3. The Green Party has a long history of campaigning for environmental protection, social justice, and human rights. It has been successful in winning seats in the House of Commons and the European Parliament.

4. The Green Party is currently the second largest party in the House of Commons, with 13 members. It is also the largest party in the European Parliament, with 12 members.

5. The Green Party is a member of the Alliance of Greens, a coalition of green parties in Europe. It is also a member of the Green Party of the United Kingdom, a coalition of green parties in the United Kingdom.

6. The Green Party is a democratic party. It believes in the right of every citizen to participate in the decision-making process of the country.

7. The Green Party is a non-violent party. It believes in the use of non-violent means to achieve its goals.

8. The Green Party is a party of the future. It believes in a sustainable and just society for all.

9. The Green Party is a party of hope. It believes in a better future for all.

10. The Green Party is a party of change. It believes in a new way of doing things.

11. The Green Party is a party of action. It believes in taking steps to make a difference.

12. The Green Party is a party of unity. It believes in working together for the common good.

13. The Green Party is a party of progress. It believes in moving forward and making a better world.

14. The Green Party is a party of peace. It believes in a world without war and conflict.

15. The Green Party is a party of justice. It believes in a fair and equitable society for all.

16. The Green Party is a party of freedom. It believes in the right of every citizen to live and work as they see fit.

17. The Green Party is a party of responsibility. It believes in the duty of every citizen to contribute to the well-being of the community.

18. The Green Party is a party of compassion. It believes in the importance of caring for one another.

19. The Green Party is a party of respect. It believes in the value of every individual and the need to respect the rights of others.

20. The Green Party is a party of love. It believes in the power of love to transform the world.

Green Party of the United Kingdom

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2. The Green Party was founded in 1983. It was the first green party in the United Kingdom to have a significant presence in the House of Commons.

3. The Green Party has a long history of advocating for environmental protection, social justice, and human rights. It has been a leading voice in the UK for these issues.

4. The Green Party has a strong presence in the media and in the public sphere. It has been a leading voice in the UK for environmental protection, social justice, and human rights.

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