



Digital Campaigns Officer

London, Waterloo – Permanent Contract

£35,051 - £41,854 (plus inner London Weighting £2,979)

About Prospect

Prospect is a leading trade union that delivers advice, support, representation and a voice for our members. We are a not-for-profit organisation with over 250 staff helping to support more than 142,000 people in specialist, professional and technical roles across the private and public sectors.

Our members want to get on at work. They work in a diverse range of professions, including energy, science, engineering, heritage, defence, entertainment and digital. As a union for modern working life we aim to get the best deal for our members by using evidence and building partnerships – while never being scared to call employers out when they get things wrong.

Our priorities are to grow our membership through attracting new members and to improve our impact, whether that is helping members win improvements at work or changing the policy environment which affects them.

Diversity is an important value for the trade union movement, and as an organisation we are passionate about promoting equality at work and are committed to it for all our staff; we would be particularly interested in applications from groups that are under represented in the workplace.

Prospect is a great place to work - this role has access to our high-quality defined benefit pension scheme and 25 days annual leave each year. We offer a good work-life balance and offer support for training and development.

The Role of Digital Campaigns Officer

Prospect is looking for a talented digital expert to work on our digital campaigns. In this new role, reporting to our Digital Marketing Manager you will show your creative flair in creating digital content for a range of channels.

You will need to:

- Be confident in using social media including Twitter, Facebook and LinkedIn and associated tools. You will be producing content using Adobe suite. Video and audio skills are desirable.
- Be organised and proactive in developing a range of content to deliver on organisational and team objectives.
- Be able to work with people across the organisation to source ideas and content for marketing campaigns that promote the Prospect brand and membership
- Be able to analyse and refine Prospect's social media strategy using appropriate testing and analytics as well as shaping paid online marketing.

- Want to take the next step in your career in communications building on a background or interest in digital, public affairs or campaigning.
- Want to make the world of work better for everyone through promoting membership and the values of the trade union movement.

Where this role fits in

This role is part of our Communications team - a 14-strong team working across media, campaigns, publications, marketing and digital.

This role will work to our Digital Marketing Manager as part of a small team, focussed on improving our digital marketing, products, experience and channels for our audiences.

You will be working with colleagues in the communications team but also with other members of staff, elected representatives and members from across the union.

Application details

For further details or an application form please e-mail: recruitment@prospect.org.uk

Closing date: **Noon Friday 18th January 2019 (CVs will not be accepted)**

Interviews will be held on a date to be confirmed.

Prospect is an equal opportunities employer



www.prospect.org.uk