



Digital Campaigns Officer – Bectu sector

London, Clapham North – 12 month contract (maternity cover)

£35,752 - £42,692 (plus outer London Weighting £1,805)

About Prospect

Prospect is the union for ambition. We are a not-for-profit organisation with over 250 staff. We deliver advice, support, representation and a voice for more than 140,000 members in 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 and defence. Our Bectu sector represents members in media, entertainment and digital.

Our priorities are to grow our membership by recruiting new members and further increase our impact on behalf of our members, in their workplaces and on wider policy that affects their work.

Diversity is a crucial value for a union like ours, we are passionate about promoting equality at work and are committed to it for all our staff; so 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 pension scheme and 25 days annual leave. 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 our Bectu sector. In this role, reporting to our Senior Communications Officer (Bectu) 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, including images, audio and video, using Adobe suite.
- Be organised and proactive in developing a range of content to deliver on organisational and team objectives.
- Be able to demonstrate a track record of working on successful digital campaigns, including planning, producing and editing high quality, engaging content
- Be able to work with people across the organisation to source ideas and content for marketing campaigns that promote the Bectu brand and membership
- Be able to analyse and refine our 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.

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- 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 will work to our Senior Communications Officer (Bectu) as part of a small team, focussed on our communications and marketing to members and prospective members in media, entertainment and digital, based in Clapham North.

This role is part of our wider Communications team based across both our Clapham North and Waterloo offices - a 13-strong team working across media, campaigns, publications, marketing and digital.

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 22nd January 2020 (CVs will not be accepted)**

Interviews will be held in our London Office on Monday 3rd February 2020.

Prospect is an equal opportunities employer



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