

UVW JOB DESCRIPTION

Job Title	Campaign Communicator
Works closely with	Comms team, Organising team, Casework team, UVW members
Reports to	Comms team Coordinator

Main Job Purpose:

Using a workers first approach, you will play a key role in planning and developing goal focussed campaign communications to support organised low paid, precarious and migrant workers fight for dignity, equality and respect.

Main Responsibilities

- Work with UVW organisers and UVW members to build measurable campaign communications plans.
- Capture and present UVW campaign content using audio and visual and written means using a “workers stories first” approach.
- Cover press duties including pitching stories, building relationships and liaising with journalists, media monitoring and packaging content and quotes from UVW members.
- Input into and assist to develop UVW editorial strategy, maintaining regular communications with staff and members.
- Daily social media activity and digital communications and interrogate and supply monthly data analytics to inform communications activity.
- Post content to the UVW website and other platforms in line with agreed criteria and specific audience (s) in mind.
- Identify and explore potential communications gaps in the organisation, initiating new proposals and suggesting improvements to help raise the profile of the UVW.
- Build and carry out training for members and staff to support communications initiatives.

PERSON SPECIFICATION

	<i>ESSENTIAL</i>	<i>DESIRABLE</i>
Education level, qualifications or equivalent	Considerable experience of working in a press office, journalism, and communications for mobilisation and member engagement.	Graduate level education or training
Knowledge,	Strong copywriting skills.	Good knowledge of Spanish.

experience and technical skills	<p>Knowledge and film/video editing skills.</p> <p>Sound knowledge and practical experience of and in using digital channels and analytics for campaigning.</p> <p>Knowledge of the work and aims of the union movement.</p> <p>Strong organisational skills and the ability to work to a tight deadline.</p> <p>Attention to detail, and accuracy is important. Commitment to social justice and to trade unions.</p> <p>Proven ability to liaise with external media.</p> <p>Interviewing skills for reporting purposes.</p> <p>Highly proficient in English (verbal and written).</p>	<p>Proven research skills.</p> <p>Experience of trade union negotiating, community or trade union organising and/or campaigning at local or national level.</p>
Personal attributes and skills	<p>Flexibility with team skills to work in multiple team environments.</p> <p>Ability to exercise a high level of discretion, diplomacy, judgement and initiative.</p>	<p>Knowledge of the work and aims of the union movement.</p>