

Labour Party Job Description

Job Title: Engagement Officer

Responsible to: Engagement Manager

Location: Head Office London

Key Purpose: Create & maintain effective online journeys designed to inspire members and supporters to campaign, donate, volunteer, or otherwise engage.

Specific Responsibilities

1. Lead and maintain the Labour Party's email programme to engage with list segments and encourage list growth.
2. Write tailored and engaging digital communications (email, SMS, petitions and surveys) to mobilise members and supporters, and fundraise.
3. Liaise with senior stakeholders to produce equalities newsletters to relevant members.
4. Lead on email programmes for by-elections by producing mobilisation and fundraising plans.
5. Work with the mobilisation lead to ensure member activity is aligned with Party objectives.
6. Use digital tools to mobilise supporters to volunteer and campaign in key electoral targets – optimised to ensure they are the best performing tools.
7. Create and implement tailored user journeys for members, supporters, donors and activists integrating email, SMS, digital advertising and organic social media.

The Labour Party

8. Work with colleagues in the Digital and Campaigns Team on testing and optimisation projects across the Labour Party's petition and donate pages.
9. Use HTML to build, segment, checklist and send emails from Engaging Networks.
10. Train and support Digital Trainees Cohort on digital tools and mobilisation emails.
11. Act as the point of contact for stakeholders with email sending requirements. Delivering a prompt and helpful email sending service, and also providing content and technical advice to enable them to get the most out of their communications.
12. Through regular data transfers, ensure that the Party's record of members and supporters is kept up-to-date.
13. Alongside colleagues, develop a multi-channel retention strategy, this includes using analysis and learnings from other communications to best support creative idea generation and development of the overall strategy.
14. To carry out any other reasonable task as directed by the Engagement Manager.

Labour Party Person Specification

Values

- A commitment to the Labour Party's codes of conduct, mission and values, as set out in its constitutional documents.
- Strong personal commitment to equality, diversity, and inclusion.
- Highly collaborative behaviour, able to build strong working relationships internally and externally in a complex stakeholder environment.
- Ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence.
- Commitment to a positive learning culture of feedback and continuous improvement.
- Creative and open to new ways of working including digital transformation, participatory methods and co-creation of solutions with those most affected.

Experience

- Experience of managing and co-ordinating with a range of stakeholders
- Experience of working with and communicating with volunteers or activists
- Experience of working with political or campaign focused digital communications
- Experience of successfully building, analysing and optimising online journeys
- Experience using campaign focused CRM tools
- Experience of mobilising volunteers, supporters or activists to take actions online

Knowledge

- Knowledge of the aims and structure of The Labour Party, including at a local and regional level
- Knowledge of membership engagement activity
- Knowledge of HTML for building emails

Skills / Abilities

- Strong copywriting skills
- Self-confident and enthusiastic approach
- Working within agreed guidelines and branding
- Project delivery in accordance with deadlines
- Ability to work with a variety of stakeholders
- Excellent organisation skills
- Excellent attention to detail
- Working knowledge of Excel
- Ability to analyse data – spotting trends and patterns
- Ability to multi-task and to work well in a fast-paced environment
- Ability to identify and develop opportunities