Labour Party
Job Description

Job Title: Digital Engagement Officer

Responsible to: Regional Digital Manager

Location: Head Office – London

Key Purpose: The role of the Digital Engagement Officer is to support the Party's digital campaigning across regions, the Parliamentary Labour Party (PLP) and national activist networks through practical campaign support, training and day-to-day coordination of social organising projects.

This is an important role with significant scope to deliver high-quality, innovative campaigns and provide hands on support to key political stakeholders.

Specific Responsibilities

1. Support the Regional Digital Manager's work with regions, providing practical digital campaigning and content support to Regional Digital Officers (RDOs), particularly during parliamentary by-elections and other significant campaigns.

2. Support digital work with the PLP, including coordinating the preparation and distribution of content for MPs and their teams.

3. Coordinate social organising projects with external partners, monitor delivery against agreed objectives, report on progress and raise challenges with the Regional Digital Manager.

4. Act as the main HQ point of contact for the Party's national networks of digital activists, supporting existing participants and welcoming new ones to share Party content in their communities.

5. Support MPs and their teams to develop local networks of digital activists, and work with regional teams to build networks that encourage collaboration across constituencies and amplification of local achievements.

6. Support the production of content for Labour Social, working with design colleagues.

7. Provide practical digital campaigning training to Constituency Labour Parties (CLPs), members and activists, adapting training to different levels of digital knowledge.

8. Keep up to date with digital trends and platforms, identifying useful approaches to the Party's digital campaigning and social organising work.

9. Carry out other reasonable tasks as directed by the Regional Digital 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.

Knowledge

- A strong understanding of digital campaigning and how social media can support political campaigns and community engagement.
- Knowledge of the Labour Party's aims and key policies.
- An understanding of the political and electoral landscape across the UK.
- Deep knowledge and understanding of effective relationship building

Experience

- Experience of digital campaigning in a political, non-profit or other relevant organisation.
- Experience of producing digital content.
- Experience of managing relationships and tailoring communications to different audiences and stakeholders.
- Experience of working in a time-sensitive, fast-paced environment.
- Experience of providing training to people with varying levels of digital knowledge.
- Experience of coordinating delivery with external agencies is desirable.
- Experience of working with frontline political stakeholders is desirable.

Skills / Ability

- Strong written and verbal communication skills.
- The ability to work effectively as part of a team and use initiative to progress work independently.
- The ability to prioritise competing demands and meet tight deadlines.
- Strong organisational skills, including coordinating projects and following up on delivery.
- The ability to exercise sound judgement when creating, reviewing and sharing political content.
- Strong ability to work entrepreneurially and seek out new avenues for the Party's digital campaigning.