UNISON

**Digital Engagement Programmes Officer**

**Communications Unit**

**2 Years Fixed Term Contract**

**Ref: CCP/CU/FF02**

**JOB DESCRIPTION**

Grade: 4

Hours: 35 per week

Location: UNISON Centre, London

Reports to: Digital Manager

**Overall Summary**

UNISON is the UK’s largest public service union, representing some 1.3 million people working in local government, the NHS, schools and colleges, police staff, utilities, the community and voluntary sector and for private companies providing public services.

We are embarking on a major two-year digital work programme, which aims to transform the reach and quality of our digital engagement with members nationally and down to the level of thousands of individual branches. A central part of the work is developing powerful engagement programmes that reach and engage our members and supporters at key points in the ‘member lifecycle’ – for example, when they join, when they’re interested in becoming more active in UNISON, when they’re being balloted about potential industrial action or when they’re thinking of leaving.

The Digital Engagement Programmes Officer will lead the planning, production and evaluation of our mass digital engagement programmes, developing and co-ordinating communications taking place across email, SMS, social media (paid and otherwise), video, the website or other channels.

You’ll have an intuitive understanding of audiences; what motivates and drives them to engage with our work, whether different forms of language, types of content or methods of delivery. Your aim will always be to make the member experience as straight-forward and pleasing as possible.

You will have used a wide range of digital channels and will understand the strengths and weaknesses of each, able to evaluate which is suitable for what purpose. You will be a forward-thinking person, full of ideas that you are itching to try out – and then analyse to see whether they worked.

You’ll be adept at gathering insights from all stakeholders in order to build a full picture of the objectives they have for each programme you develop. You’ll use these insights to plan communications that are relevant, timely, well designed and delivered in the format most likely to reach a member and meet those objectives.

You will be required to deal with a range of people both inside and outside UNISON, so good communications skills and the ability to adopt different management styles are essential to succeed in this role. You are always ready to roll up your sleeves and pitch in wherever you might be needed, a key trait for a team that has a busy few years ahead of it.

This job is offered as a two-year, fixed-term contract with a particular focus on delivering a wide range of innovative digital products that support us in engaging current and potential members.

Responsible to: Digital Manager

**Key Responsibilities:**

* Plan, deliver and evaluate multi-channel member engagement programmes, including member lifecycle programmes (recruitment, welcome, new activists, retention etc.) and one-off programmes (industrial action, campaign-specific).
* Establish key metrics around member and supporter engagement, monitor against them and implement changes to strategies or tactics as necessary.
* Run campaigns and initiatives to grow UNISON’s digital reach amongst members (e.g. updating or increasing member data) or supporters outside the member base.
* Copy edit, and when required, help rewrite key content for UNISON emails, test messages or other online outputs.
* Develop and implement governance guidelines, policies, quality assurance processes and training on running mass engagement programmes.
* Developing UNISON’s understanding of better digital engagement tools and strategies through writing guides or blogs, delivering training and providing advice, guidance and support to staff.
* Identifying and supporting a programme of enabling developments to the UNISON digital contact relationship management system (Salesforce), website, email, text messages, survey and other tools to support better member engagement and experiences.
* Produce regular and one-off reports on member and supporter engagement reach and effectiveness.
* Horizon-scan and identify opportunities for employing innovative digital channels, messages and solutions to improve the quality, reach or effectiveness of UNISON communications, campaigns or day-to-day work.
* Understand, work within and promote UNISON’s key aims and values, organisational objectives and priorities as decided by the general secretary, senior officers and the national executive council.

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**PERSON SPECIFICATION AND SELECTION CRITERIA**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help members of interviewing panels judge the qualities of the interviewees in a systematic and consistent way, and in accordance with UNISON’s equal opportunities policy. It is given to all job applicants for information.

Assessment code

**A = Application form**

**P = Presentation**

**PI = Panel interview**

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| **Heading** | **Selection Criteria** | **Assessment Method** |
| **1. Knowledge** | 1.1 Knowledge and extensive experience of developing, implementing and evaluating complex multi-channel (email, search, social, direct mail, call centre) audience engagement programmes.  1.2 Experience of developing creative and innovative communications solutions.  1.3 Understanding of triggers and motivations of key audiences to create effective engagement strategies.  1.4 Strong understanding of acquiring, engaging and retaining audiences in a digital environment.  1.4 Understanding of planning processes and project management to ensure campaigns are delivered to time and budget.  1.5 Ability to understand and negotiate a range of complex strategic, organisational and audience requirements within an integrated communications plan.  1.6 Sound knowledge of different content formats – particularly digital channels – and managing an engagement plan across appropriate channels.  1.7 Sound knowledge and experience of social media channels (especially Facebook, Twitter), website content management systems, customer relationship management systems and other digital methods of communication.  1.8 Solid knowledge of email, website and social media analytics tools to benchmark communications activity.  1.10 Knowledge and experience of monitoring and evaluation of effectiveness of engagement initiatives. | **A/P/PI**  **A/P/PI**  **A/P/PI**  **A/P/PI**  **A/PI**  **A/P/PI**  **A/P/PI**  **A/PI**  **A/PI**  **A/P/PI** |
| **2. Thinking skills** | 2.1 Ability to understand, work within and promote UNISON’s key aims and values and ensure engagement plans support these.  2.2 Ability to advise colleagues, clients and suppliers on digital engagement strategy and plans.  2.3 Experience of creative thinking and ability to find fresh ways to reach and engage audiences.  2.4 Ability to negotiate with stakeholders and win support for innovative engagement strategies.  2.5 Able to keep up-to-date with the latest trends and best practices in online engagement and digital tactics and strategies.  2.6 Ability to plan long-term, considering different priorities and urgency and prioritising projects and work accordingly.  2.7 Ability to apply a rigorous analytical approach to identify issues and propose solutions quickly.  2.8 Ability to develop structured business cases based upon sound principles taking into account all the available information.  2.9 Ability to design and map business processes and information flows. | **PI**  **A/PI**  **A/P/PI**  **A/P/PI**  **A/PI**  **A/PI**  **A/P/PI**  **A/PI**  **A/P/PI** |
| **3. Interpersonal and communications** | 3.1 Excellent professional spoken and written communication skills including:   * drafting and editing compelling copy * editing and sub-editing using house style * ability to find and deliver engaging angles to copy * ability to write for the web and social media, email and text message campaigns.   3.2 Ability to engage with external agencies, senior lay members and officers of the union and win support for engagement plans.  3.3 Good people skills and ability to work collaboratively with colleagues in the communications team and across the union.  3.4 Ability to advise colleagues, clients and suppliers on digital systems, tools and strategies.  3.5 Ability to describe and present work in front of groups of stakeholders. | **A/P/PI**  **PI**  **A/PI**  **A/PI**  **A/P/PI** |
| **4. Physical skills (with DDA modification if necessary)** | 4.1 Excellent keyboard skills | **A** |
| **5. Initiative and independence** | 5.1 Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme.  5.2 Ability to lead on engagement programmes, develop a plan and influence and negotiate with colleagues and stakeholders to implement the plan.  5.3 Ability to lead on specialist area of work and report to senior managers, lay members and colleagues.  5.4 Ability to set up and monitor an evaluation framework, reporting as necessary to stakeholders.  5.5 Ability to use energy, enthusiasm and persistence to persuade and influence stakeholders | **A/PI**  **A/PI/P**  **A/PI**  **A/P/PI**  **A/PI** |
| **6. Team working** | 6.1 Experience of working as part of a creative team; briefing and working collaboratively with professional colleagues to deliver a work programme across different areas of responsibility.  6.2 Ability to influence and negotiate with colleagues with confidence and maintaining a positive and creative working relationship.  6.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.  6.4 Ability to work across ad hoc or virtual teams including external agencies. | **A/PI**  **PI**  **PI**  **A/PI** |
| **7. Responsibility for resources** | 7.1 Experience of working with organisational knowledge and information resources.  7.2 Experience and understanding of key issues around working with membership data, including data protection and privacy.  7.3 Ability to monitor and manage analysis of digital data to assess impact of campaigns.  7.4 Ability to work with external agencies and colleagues within a designated budget to ensure value for money.  7.5 Experience of evaluating communication channels in terms of cost effectiveness and impact.  7.6 Experience and understanding of impact of communications on brand and reputation. | **A/PI**  **A/PI**  **A/PI**  **A/PI**  **A/PI**  **A/PI** |

##### **Other Information**

Please submit **three** copies of your completed application form if submitting by post.

Completed application forms must be sent to [j.besserman@unison.co.uk](mailto:j.besserman@unison.co.uk) or alternatively post to Jon Besserman, Communications Unit, UNISON, UNISON Centre, 130 Euston Road, London NW1 2AY quoting **ref: CCP/CU/FF02** byno later than **5pm on Monday 19 September 2016.**

Interviews will take place on 30 September 2016.