

UNISON
Digital Engagement Programmes Officer
Communications Unit
REF: CCP/63

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.

UNISON is committed to transforming our union using digital development and better use of our membership data to improve our members' experience of the union. A central part of the work is initiating developing and testing powerful engagement programmes that reach and engage our members and supporters at key points – 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 participate in 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), and other online channels.

You will be able to help develop protocols and guidance on digital communications to help streamline the union's communications and optimise member recruitment, engagement and retention.

You will have an understanding of digital marketing and have used a range of digital platforms and tools for email marketing and member engagement. You will want to work in a team that tackles challenges together to deliver the best possible service to members and the union.

You will help to develop digital systems to meet the union's key objectives and grow and strengthen the union for the future.

You will be able to plan communications that are relevant, timely, well designed and delivered in the format most likely to reach a member and that meet the union's key objectives.

You will work across the union and with regions to upskill staff and organisers to take on digital engagement roles.

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.

Responsible to: Digital Communications Manager

Key responsibilities:

- Plan, deliver and evaluate digital member engagement programmes, including member journeys (recruitment, welcome, new activists, retention etc.) and one-off programmes (industrial action, campaigns, surveys).
- Responsibility for the management of, and strategy for the bulk email system for UNISON's 1.3 million members. Working with service groups and regions to deliver effective and strategic communications with regard to campaigns, recruitment and member journeys
- Setting key metrics, evaluating against them, and implementing changes to digital programmes as necessary.
- Developing and implementing governance guidelines, policies, and training on 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 and union organisers.
- As a team, supporting a programme of developments to the UNISON digital contact relationship management system (CRM) - Salesforce, email marketing platform, sms system, survey tools and other digital tools to support better member engagement and experiences.
- Produce regular and one-off reports on member and supporter engagement reach and effectiveness.
- 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.
- Copy edit, and when required, help rewrite key content for UNISON emails, test messages or other online outputs.
- 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 (up to 65). 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

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.	A/P/PI
	1.2 Experience of developing creative and innovative communications solutions.	A/P/PI
	1.3 Understanding of planning processes and project management to ensure campaigns are delivered to time and budget.	A/P/PI
	1.4 Ability to understand and negotiate a range of complex strategic, organisational and audience requirements within an integrated communications plan.	A/PI
	1.5 Sound knowledge of different content formats – particularly digital channels – and managing an engagement plan across appropriate channels.	A/P/PI
	1.6 Sound knowledge and experience of customer relationship management systems, social media channels (especially Facebook, Twitter), and other digital methods of communication.	A/P/PI
	1.7 Solid knowledge of email, website and social media analytics tools to benchmark communications activity.	A/PI

	1.8 Knowledge and experience of monitoring and evaluation of effectiveness of engagement initiatives.	A/PI
2. Thinking skills	<p>2.1 Ability to understand, work within and promote UNISON's key aims and values and ensure engagement plans support these.</p> <p>2.2 Ability to advise colleagues, clients and suppliers on digital engagement strategy and plans.</p> <p>2.3 Experience of creative thinking and ability to find fresh ways to reach and engage audiences.</p> <p>2.4 Ability to negotiate with stakeholders and win support for innovative engagement strategies.</p> <p>2.5 Able to keep up-to-date with the latest trends and best practices in online engagement and digital tactics and strategies.</p> <p>2.6 Ability to plan long-term, considering different priorities and urgency and prioritising projects and work accordingly.</p> <p>2.7 Ability to apply a rigorous analytical approach to identify issues and propose solutions quickly</p> <p>2.8 Ability to develop structured business cases based upon sound principles taking into account all the available information</p> <p>2.9 Ability to design and map business processes and information flows.</p>	<p>PI</p> <p>A/PI</p> <p>A/P/PI</p> <p>A/P/PI</p> <p>A/PI</p> <p>A/PI</p> <p>A/P/PI</p> <p>A/PI</p> <p>A/P/PI</p>
3. Interpersonal and communications	<p>3.1 Excellent professional spoken and written communication skills including:</p> <ul style="list-style-type: none"> • drafting and editing compelling copy • ability to write for the web and social media, email and text message campaigns. <p>3.2 Ability to engage with external agencies, senior lay members and officers of the union and win support for engagement plans.</p> <p>3.3 Good people skills and ability to work collaboratively with colleagues in the communications team and across the union.</p> <p>3.4 Ability to advise colleagues, clients and suppliers on digital systems, tools and strategies.</p>	<p>A/P/PI</p> <p>PI</p> <p>A/PI</p>

	3.5 Ability to describe and present work in front of groups of stakeholders.	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	A/PI A/PI A/PI A/PI

	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
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Other Information

Please email your application form to Jo Whelan at j.whelan@unison.co.uk quoting ref: **CCP/63**

Completed application forms must be received by no later than **5pm on 5 April 2019**.

Interviews will take place on 26 April 2016.