



Job Description | Warm This Winter Digital Campaign Lead

Role: Warm This Winter Digital Campaign Lead

Location: Remote (within UK) with some travel to London

Rate: £42,773 - £44,056

Length of contract: Full time, 12 months with the possibility of extension.

Benefits: 3% employer pension contribution, Employee Assistance Programme, consideration of flexible working requirements and work/workplace adjustments where required

Starting date: ASAP

Closing date: 5pm Friday 2nd June

Proposed Interviews: w/c Monday 5th June

About us

Uplift is a campaigning and research organisation helping to move the UK towards a fossil fuel-free future and to support a just transition away from fossil fuel production.

The Role

We're looking for an experienced Digital Campaign Lead to work on Warm This Winter, a campaign to tackle fuel poverty and soaring energy bills for good.

The [Warm This Winter Campaign](#) launched in August 2022 and brings together over 40 organisations from across the climate, environment and poverty sectors to campaign for government action to tackle the energy crisis.

The campaign is made up of 3 working groups: Communications, Politics and Mobilisations. Each working group has 'leads' who drive forward the respective working group strategies, and a secretariat who support the coalition and drive forward campaign delivery. The secretariat is made up of staff from across multiple organisations. The Digital Campaign Lead works closely with the Campaign Manager, working groups and the secretariat, as well as representatives from across coalition partners, to ensure the campaign meets its objectives and runs smoothly.



Core responsibilities will include:

- Responsible for the digital strategy and output of the central campaign brand, Warm This Winter, working with coalition partners and external consultants to maintain regular output, reactive content and consistent messaging across all digital outputs. This may include:
 - **Strategy:** Developing and executing digital campaign and communication strategies and tactics in collaboration with the Warm This Winter campaign partners, working groups and the delivery team
 - **Content creation:** Producing a range of digital content for the campaign's social media channels, either self-directed or following a brief from the campaign team. This will likely involve creating reactive content and messaging to respond to current events and adapting content for individual platforms and mediums.
 - **Channel management and partner support:** Maintaining regular output on the channels, developing a system for online community management, creating social media toolkits and coordinating with partners around big mobilisations
 - **Analysis:** Analysing the performance of our digital campaigns and making recommendations on how to improve; monitoring best practice and innovations in digital content production among campaigning organisations and across social media platforms
 - **Coordination and team management:** Coordinating with consultants to develop additional creative content and or lead on specific tasks supporting the overall campaign. This may include drafting briefs, providing feedback and maintaining regular communication with consultants. If the campaign budget allows, this may also include bringing additional capacity to support in the execution of the digital strategy.
- Work with the campaign delivery team to managing digital communications, partner collaboration and action tools of the campaign.

Our ideal candidate will have:

- Significant experience in a similar or related role.
- Excellent analytical skills and a demonstrable ability to analyse changing political and social contexts, with an eye towards creating easily digestible content quickly for social media.
- Motivation, initiative, exceptionally high standards, a collaborative approach, and associated qualities needed to work in a dynamic organisation with an ambitious agenda and in a fast-paced campaigning environment.
- Positive energy and can-do spirit that they bring to the team.
- Experience with graphic design, image and video editing, such as the Adobe creative suite or similar product



- A track record of creating and distributing effective and high quality, reactive digital content across multiple platforms, including Instagram, Twitter, and Facebook
- Knowledge of best practices for content production across social media platforms
- Excellent interpersonal and communication skills, including an ability to quickly build trust with partners and colleagues and address and resolve conflicts.
- The ability to work well with the campaign team and working group leads to keep coalition organisations engaged in key digital mobilisation and campaign moments.
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Desirable:

- Existing networks in the climate movement
- Experience campaigning on climate change and/or poverty

The WTW Digital Campaign Lead will report to the WTW Campaign Manager.

Application

Please email a CV (2 pages) and cover letter (2 pages) to careers@upliftuk.org. Please note that we can only accept applications with both a CV and a cover letter. Please use the cover letter to say why you want to work for Uplift and how you could use your experience to meet the responsibilities of the role. Should you have any specific questions you wish to discuss about your application then send an email to careers@upliftuk.org.

Uplift values diversity and welcomes applications from candidates from minority backgrounds. Therefore, we also encourage candidates to complete [the equality and diversity monitoring form](#) and send along with your CV and covering letter. This is needed to collect monitoring data to ensure we are doing all we can to encourage applications for people of all backgrounds. Questions are optional and your answers will be treated confidentially and will in no way affect your application. This form is removed from your application when we receive it and does not form part of any part of the shortlisting or interview process.

Successful applicants may be asked to complete a short exercise. Following the completion of the exercise (if issued), a smaller group of applicants will be invited for one round of interviews. We are shortlisting applicants and inviting them to an interview after Monday 5th June.

Unfortunately, we can only consider candidates who are already eligible to work in the UK.