



# Job Description | Freelance Social Video Officer

**Role:** Freelance Social Video Officer (6 month contract)

**Location:** Remote (within UK)

**Rate:** £175 - £225 per day

**Length of contract:** 90 days over 6 months (approx. 4 days/week)

**Starting date:** ASAP

**Closing date:** Sunday 3rd March 2024, 11pm

## 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 oil and gas. We have coordinated and implemented major successful campaigns and developed cutting-edge campaign, communications and research tactics. We have grown rapidly as an organisation over the last three years and are now looking for a Freelance Social Video Officer.

## The Role

### Core responsibilities will include:

- Produce video content daily for social media platforms, including spotting opportunities, pitching concepts, editing videos, and suggesting social copy to accompany video assets.
- Create reactive, rapid response content in partnership with the Digital Content Producer and Digital Campaigners with a tight turnaround to help Uplift maximise opportunities for engagement and growth using the news cycle
- Remote recording or briefing of speakers, and creatively cutting and repurposing broadcast and user generated content for proactive and reactive work
- Develop proactive pitches and video concepts in line with campaign needs and organisational strategy
- Deliver content strategies through digital video across paid and organic social media, including video-first channels like TikTok, Instagram Reels and YouTube.
- Support management of Digital Asset Management Libraries



### **Our ideal candidate will have:**

- a keen eye for scanning a variety of digital channels to spot engaging content relevant to campaign messaging
- the ability to cut and script content into simple, informative and compelling videos optimised for social media channels
- a track record of delivering high quality, reactive digital content across multiple platforms.
- a detailed understanding of politics and current affairs
- an understanding of narrative, framing and hooks for persuasive political communications
- up to date knowledge of digital trends, and key digital communication techniques
- excellent interpersonal and communications skills
- experience working in a fast-paced campaigning environment
- a strong commitment to Uplift's mission and core values of equity and climate justice.

The ideal candidate will be a person who can bring positive energy and can-do spirit to the team, supporting the campaigns' digital strategies, driving all elements forward to deadline, and who can work well with the campaign team and partners engaged in key digital mobilisation and campaign moments.

The **Social Video Officer's** working days will be agreed with Uplift's Head of Campaigns and Communications and invoices will be paid on a monthly basis.

### **Application**

Please email a CV (max 2 pages) and cover letter (max 2 pages) to [careers@upliftuk.org](mailto: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](mailto:careers@upliftuk.org).

Successful applicants will be asked to complete a short exercise. Following the completion of the exercise, a smaller group of applicants will be invited for one round of interviews.

Equality, diversity and inclusion are at the core of Uplift's values and therefore we strongly encourage applications from candidates whose backgrounds or accessibility/support needs mean they have been traditionally under-represented in the climate and environment sector. If you are unsure if you meet the requirements or feel you will be disadvantaged by the process then please email us at [careers@upliftuk.org](mailto:careers@upliftuk.org) so we can see how we might provide support.



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