

JOB DESCRIPTION – SOCIAL MEDIA OFFICER



Labour – the party of fairness and equality is recruiting a full time **Social Media Officer** to create and disseminate engaging digital and social media content to progress our values of equality, solidarity and justice.

Based in Leinster House, this is an exciting opportunity for a digital media professional with a desire to change Ireland. Working as part of a small but effective team, reporting to the Head of Communications and Research, the Social Media Officer will implement strategies to ensure that our message reaches the public, target audiences and like-minded people who are changemakers in their communities.

The right candidate must be able to think strategically, respond to political developments quickly and deliver under tight deadlines.

Title	Social Media Officer
Reports to	Head of Communications and Research
Location	Leinster House, Dublin City Centre
Job purpose	The Social Media Officer will support the work of the Labour Party Communications Unit by planning, producing, and distributing creative and engaging digital content and campaigns across all social media platforms.
Key responsibilities	<ul style="list-style-type: none">▪ To implement digital campaigns in line with the wider Labour Party communications strategy.▪ To create and disseminate content for Labour Party social media channels and coordinate digital content for Party representatives.▪ To advise public representatives, members, and staff on digital campaigning, through training sessions, and by developing best practice policies and procedures and track metrics and monitor progress of key communications targets, and to report same to the Communications Unit.▪ To assist the communications unit in support of the Party's communications activities including attendance and support at party events, photocalls and press conferences.▪ To contribute to Labour's wider communications strategy.
Essential skills and experience	<ul style="list-style-type: none">▪ Demonstrated success in social media campaigning, digital organising and campaigning.▪ Experience with Facebook, Twitter, Instagram and TikTok, and a willingness to engage with emerging platforms.▪ Experience creating content in line with established branding and messaging guidelines.

	<ul style="list-style-type: none"> ▪ Capacity to exercise judgement, discretion, and initiative within a politically sensitive environment, and an ability to provide well-informed advice. ▪ Proficiency in the use of graphic design and video editing tools. ▪ Experience in overseeing volunteers, including the ability to deliver training and develop volunteer skills. ▪ The ability to plan, execute, and measure evaluations of end-to-end stakeholder experience across digital channels ▪ Experience in implementing new ideas quickly with solid project management skills and attention to detail. ▪ Strong communications skills, written verbal and visual. ▪ Personal resilience and the ability to work effectively as part of a team, under pressure. ▪ A commitment to Labour Party principles, values and policies and an understanding of the Irish political landscape.
<p>The following would also be beneficial</p>	<ul style="list-style-type: none"> ▪ Experience in running successful online campaigns for a political, advocacy or non-profit organisation. ▪ Experience in digital advertising on Google and Meta platforms. ▪ Demonstrated success in growing support for campaigns online and through social media, using paid and organic methods. ▪ Experience managing and analysing data to inform campaign strategies and rapid response campaigning.

The starting salary for this position is approx. €43,000 (inclusive of overtime) on the Oireachtas Administrative Assistant pay scale with further increases due under the public service pay agreement by October 2023. We support flexible working arrangements and will provide significant training and mentoring from a team of experienced communications, political and digital professionals with opportunities for considerable career development and progression. The Labour Party is an equal opportunities employer that encourages all staff to join a trade union.

Applications

- Applications must be submitted to jobs@labour.ie by 5pm on Friday 18th November. CVs should be no longer than two pages and may be accompanied by a cover letter no longer than one page, and a link to a digital content portfolio if available. Both documents must be in one single PDF file and titled 'FIRSTNAME SURNAME – Social Media Officer.
- Candidates should be available for interview the week beginning 28th November 2022.