



JOB DESCRIPTION AND PERSON SPECIFICATION

Job title:	COP26 Coalition Communications & Digital Engagement Officer
Contract:	9 month Fixed Term (April 2021 to December 2021)
Reporting to:	COP26 Co-ordinator
Salary:	£35,937.99 pro rata salary, plus 6% contributory employer's pension
Holidays:	27 days pro rata, including four days over the Christmas period.
Benefits:	Interest-free loan for season ticket or bicycle purchase
Hours:	35 hours per week, including occasional weekend and out of hours working, for which time off in lieu will be given
Based at:	Old Street, London (homeworking currently due to Covid-19 and in line with government guidance)
Responsible for:	Volunteers
Deadline for receipt of applications:	9 am on 22 March 2021
Interviews:	30 th March and 1 st April 2021

Job Description

The post-holder will need to be an excellent networker, highly organised, with a strong track record of planning and delivering communications and online engagement strategies. Reporting to the Coalition's London based Coordinator, also hosted by War on Want, the role will work closely with Coalition Working Groups, in particular the Mobilisation and Communications Working Groups to deliver the agreed activities of the Coalition.

This is an exciting opportunity for a talented campaigner to play a key role in the planning and implementation of the Coalitions mobilisation and engagement strategy, both digital and in person, to mobilise existing and new audiences, in support of the demands of the international climate justice movement.

Key Tasks and Responsibilities

- Work with the COP26 Coalition's Mobilisation Working Group to deliver a series of impactful popular online and in person mobilisations as part of the 'road to COP26' that reflect the political demands of the international climate justice movement
- Ensure the ongoing development and maintenance of the COP26 website
- Lead on wide ranging communication and promotion of the Coalition's activities including creating, editing and publishing content, and campaign calls to action
- Respond to incoming media enquiries in a timely and effective manner, acting as a first port of call for journalists, coordinating with Coalition spokespeople to respond to requests
- Proactively work to secure positive media coverage to raise the COP26' Coalition's profile and maximise support for its work
- Manage and grow our social media presence by generating content including for Twitter, Facebook, and Instagram.
- Draft and schedule social media content in conjunction with the COP 26 Coordinators around key moments
- Draft, edit, set up and coordinate email actions, in conjunction with the Working Groups and colleagues across the COP26 Coalition
- Develop and lead on a communication strategy to enable and support engagement by new and existing actors, helping to ensure a diverse turnout both at COP26 and at other mobilisations
- Support the Fundraising Working Group to secure additional funds for online and offline events in the runup to November 2021
- Manage the Communications and Digital budget and assist in reporting to funders
- Book and liaise with contractors for the delivery of communications outputs in the run up to and at COP26
- Manage volunteers as needed
- Engage effectively with groups and networks under-represented in mainstream climate and environmental movements, such as migrant and ethnic minority groups and those representing poor and working-class communities.
- Work to the principles of the COP26 Coalition and to support the wider aims of the COP26 Coalition as required.
- Travel within the UK as required, with occasional out of hours work (for which time off in lieu will be granted).
- All other duties as required by the COP26 Coalition Coordination Committee commensurate with the post.

PERSON SPECIFICATION

Main Responsibilities

Significant, demonstrable and relevant experience including the following:

- Developing and implementing mobilisation digital engagement strategies
- Working collaboratively in a team
- Managing volunteers
- Managing finances & budgets
- Facilitation & collective decision-making processes
- Working within coalitions or networks
- Working with frontline communities and marginalised groups
- Media co-ordination including liaising with journalists

Skills:

- Excellent written and oral communication skills,
- Excellent copywriting, editing and proofing skills, with exceptional attention to detail.
- Experience of turning complex subject matter into accessible copy for diverse audiences
- Experience of designing and running digital mobilisation campaigns
- Experience of using analytics and reporting tools to monitor, evaluate, and develop digital communications.
- Digital fluency and strong IT skills including graphic design skills
- Experience of using social media channels in a professional capacity to engage and mobilise audiences.
- Highly organised, able to manage competing priorities and meet tight deadlines.
- Experience of managing and updating websites
- Significant professional experience of working in a busy communications role.

Knowledge:

- Understanding of and demonstrable commitment to climate justice

Personal attributes:

- Innovative and imaginative in solving problems
- Naturally collaborative and a team player – ability to make and maintain effective contacts and relationships and build trust amongst different actors