



## **Campaigns and Communications Officer**

Hours: Full Time, 35 hours per week (equating to an 8 hour day with 1 hour lunch break)

Location: Remote

Salary: £27,000

Annual Leave: 23 days (and the time between Christmas and New Year)

Please email [office@robinhoodtax.org.uk](mailto:office@robinhoodtax.org.uk) with the email subject 'Application - <your name>' by **9 am on March 29th 2021**. Interviews will take place online on 31st March and 1st April.

- attach your CV (preferably 1 page, no more than 2)
- attach a cover letter that addresses the points raised in the Person Specification
- link to, or attach, three pieces of your digital work - whether image, video, social media or audio - and briefly describe what your role was in creating it for each. (Please attach these in a widely accessible format)

Unfortunately we are unable to accept applications from people who do not have the right to work in the UK. The role is initially for 3 months, subject to probation, with the intention to extend.

---

### **We are looking for a Campaigns and Communications Officer to join our small team. Could this be you?**

Your main duties would be running campaigns and communications for our two campaigns: to tax fossil fuels - the #MakePollutersPay campaign and to tax the banks.

We are looking for someone proactive, self-motivated and highly organised. You do not need to have years of experience but you should be able to show you can manage your own time with minimal supervision and you should relish the opportunity to have autonomy over your time and in suggesting ideas for the campaigns' growth.

You should have demonstrable previous experience and be a passionate, fast learner. You do not need to have a strong grasp of economics or finance to apply, nor climate policy. We can train you on the parts of this you will need to do the job.

Your role could also involve support with administration and fundraising, or a particular focus on our climate work, but this is not a requirement. If you have skills and experience in these areas we'd be interested to hear about it. As a small team of two, you will work with the Director to support each others' tasks according to your skills.



## **Campaign Purpose**

The Robin Hood Tax Campaign calls for progressive taxes:

- on the financial sector to raise additional billions to fund our healthcare and fight poverty at home and abroad.
- on the fossil fuel industry to make them pay for the catastrophic damages to vulnerable countries from the climate change they have caused

The Robin Hood Tax Campaign started in 2010 by targeting the banks winning financial transactions taxes in France, Italy and most recently (in January of this year) Spain. It has recently broadened to encompass the taxation of the fossil fuel industry.

## **Job Purpose:**

The Campaigns and Communications Officer will contribute to the design of campaign strategy and tactics, coordinate with allies, and fully run our campaign's communications. The role involves the implementation of all aspects of public facing campaigns while working collaboratively with the Director. The post holder will be responsible for supporter engagement, and the organisation's online and offline communications.

## **Job Description:**

Develop and execute digital strategies including advocacy, list-building, organising, community building, and advertising strategies.

Work across multiple digital mediums (email, web, Facebook, Twitter, Instagram etc) to drive successful campaigns.

Management of own workload without close supervision, including making decisions and solving problems on routine and complex tasks.

Project management, including forward planning, delivery and contributing to the strategic direction of our campaigning.

Communicating to a variety of audiences on complex issues, with willingness to learn how to develop campaigning frames and narrative.

Develop and continuously improve monitoring, evaluation and learning on digital projects.

Build, develop and maintain effective relationships with coalition partners and allies.

Develop and deliver online actions with European and international partners.

Develop and deliver offline actions, such as stunts, in order to maximise impact on the media/public in respect of achieving agreed campaign objectives

Prepare digital and offline materials and adapt materials as required to communicate with and motivate supporters and activists.



Coordination of offline activities as required, including management of volunteers.

Work with the media to place stories and provide comment.

---

## **Person Specification**

### **Experience, skills and competence**

We are looking for someone with excellent communication and interpersonal skills, with a proven ability to lead projects and manage competing priorities under pressure. You will have good knowledge and experience of digital communications techniques and experience of delivering online and offline advocacy campaigns. This is a challenging and varied role, ideal for someone with a passion for social justice.

If you are a fast learner and passionate about what you would be doing, then apply!

E = Essential, D = Desirable

### **You as a person**

Excellent project and time management skills with demonstrable ability to self-motivate, work independently, and juggle multiple projects and tasks, (E)

Creatively minded with ideas to contribute on how to keep the campaign current, engaging and achieve our aims (E)

Attention to detail (E)

Passionate about climate justice (D)

### **Your skills in the role**

Excellent digital communicator, with the ability to create digital content in line with a strategy. (E)

Knowledge of managing mailing lists. (E)

Experience of managing social media accounts. (E)

Excellent digital skills, experience of using website systems such as Wordpress, and interest in learning how to use new software. (E)

Proven ability to produce written, audio, graphic, and/or video content. (E)



Demonstrable 1 year + experience in campaigns, protest, fundraising, and/or communications. (E)

Experience of delivering offline actions, such as stunts, in order to maximise impact on the media/public. (D)

Understanding and knowledge of the digital campaigning environment. (D)

Experience of managing online advocacy platforms and actions, like ActionNetwork. (D)

Experience of recording and editing video and audio content. (D)

Experience of crowdfunding and encouraging regular giving. (D)

Analytical skills to ensure proper monitoring, evaluation and learning. (D)