

Role profile and Person Specification

Social Media Manager



Title: Social Media Manager

Reports to: Head of Press and Media

Salary: £35,000

Contract type: Full-time, 35 hours/week

Location: Office at the office in Central London (Victoria)

Flexibility: This role is full-time, flexible with core hours between 10am and 4pm Monday to Friday.

Out of hours working: The postholder will be responsible for some out of hours work with occasional weekend support to cover ad hoc events or news. We operate a TOIL policy

About European Movement UK

European Movement UK is the country's leading cross-party campaign group for closer ties with the European Union. We fight for a better future with Europe – from youth mobility and security cooperation to trade and the UK's place in the world. Following the EU-UK reset talks and ongoing political developments, we are expanding our digital presence to reach new audiences and drive action.

Role purpose

We are looking for a creative, fast-moving Social Media Manager to take ownership of our visual storytelling and ensure that social media is an integral part of our campaigning and growth ambitions.

You will be someone who can plan and execute a social media campaign from beginning to end, pulling together contributions from different teams to turn complex political topics (UK-EU relations, youth mobility, an SPS deal, trade negotiations) into engaging Instagram Reels, TikToks, X posts and graphics.

Working alongside our existing Social Media Officer you will be responsible for the structure and rhythm of all social media output including daily production of high-quality video and graphics that inform, engage, and mobilise our supporters.

Role description

Key Responsibilities

- Plan and execute a social media content strategy to support campaign success, membership growth and audience cut-through.
- Ensure that engaging social media content is an integral part of campaign creation, external comms, membership growth and grassroots engagement.
- Video Production, including original filming, editing, captioning, and sound design.
- Create explainer-style videos on complex topics and campaigns
- Capture and edit reactive content tied to news cycles and political announcements
- Repurpose speeches, media appearances, and campaign events into short-form video assets.

Graphic Design

- Maintain our visual brand guidelines across all platforms.
- Design static social graphics (quote cards, statistics, campaign posters, carousels) for Instagram, X, LinkedIn, Facebook and YouTube.
- Produce simple data visualisations (e.g. trade figures, polling on public attitudes to the EU)
- Support the Digital Manager with graphics for campaign landing pages and other digital assets e.g Crowdfunder pages, membership drives, etc.

Forward Planning & Campaign Support

- Attend weekly content meetings with the Social Media Officer and Head of Press
- Attend campaign meetings to identify goals and suggest creative formats and hooks for upcoming campaigns.
- Contribute to a forward planning calendar – flagging upcoming political and campaign milestones

Audience & Performance Awareness

- Monitor basic engagement metrics (views, shares, retention) to refine video content
- Stay on top of social media trends, especially on Instagram and TikTok, and adapt them to our political niche

Person Specification

Key competencies

Essential

- Proven experience producing engaging video content for social media
- Proficiency in mobile-first editing and graphic design
- Ability to write clear, punchy copy for captions and on-screen text
- Ability to work fast – turning around a reaction Reel within hours of a news announcement
- Demonstrable interest in UK politics and the UK-EU future relationship.

Desirable

- Experience working in campaigning, politics, journalism, or a membership organisation
- Basic knowledge of SEO for social (hashtags, keywords)
- Familiarity with the European Movement UK's mission and recent campaigns
- Ability to attend in-person events (rallies, political conferences) to capture footage

What We Offer

- The opportunity to shape public debate on the single most important foreign policy issue for the UK
- Creative freedom
- A supportive, small team environment where your ideas will be heard

Diversity

The European Movement UK is committed to improving the diversity of our team. We welcome applications from all candidates, but would welcome applications in particular from women, people of colour, and disabled candidates, to improve representation in these areas.

We are taking steps to help us attract a wider range of candidates, including adopting a more inclusive recruitment process, offering the role on a flexible basis, and being flexible on the location of the role.

Please let us know if you require any other adjustments in order to apply for this role.

How to apply

To apply for this role, please send us:

- the answers to two questions, from which we will shortlist,
- a copy of your CV.

The questions are:

- 1) Please tell us how your skills and experience make you right for this role. (200-400 words)
- 2) As Social Media Manager, describe three ways in which you would change European Movement's social output to increase our reach and be more effective in our campaigns. (200-300 words)

Deadline for applications: 5pm on Tuesday, 2nd June

You can access the questions and upload your CV by clicking the link at:

<https://euromove.typeform.com/SMManager-May26>

Why this approach?

The questions we ask aim to provide the recruitment panel with a good overview of your experience and skills and how they relate to the key requirements for the role.

The panel will score the answers to these questions 'blind' (without knowing other information about the candidates). We will only review CVs once we have scored candidates on the questions.

Any questions?

If you would like to talk to a member of the team before you apply, we would be very happy to share more details about the role and our recruitment methods. Please contact the office to arrange this on recruitment@europeanmovement.co.uk or 020 8126 0247.