

6 March, 2023



## Sortition Foundation - Job Vacancy - UK Digital Campaigner

<b>Basic Info</b>	<b>Role:</b> UK Digital Campaigner <b>Supported by:</b> Co-Director Campaigns
<b>Purpose</b>	<p><b>Sortition Foundation is looking for an experienced, skilled, strategic digital campaigner to target the public, increase the salience of reform and build the movement for democratic renewal.</b> In doing so you will contribute to our goal of transforming politics.</p> <p>Keir Starmer has pledged to abolish the House of Lords in Labour’s first term and Gordon Brown’s commission called the Lords “indefensible”. Furthermore, there is wide support for reform amongst the public and in the media, from all across the political spectrum.</p> <p>However, while there is wide agreement that the Lords needs to change, there is no consensus around what new form it should take. Sortition Foundation recognises this as a real opportunity to build public support and secure political commitment to implement a <a href="#">“House of Citizens”</a>, institutionalising a Citizens’ Assembly to scrutinise government proposals and hold politicians to account.</p> <p>The UK Digital Campaigner will work with our Campaign Working Group to drive bold, effective multi-platform digital campaigns. This includes implementing digital strategy, engaging in key campaign mobilisations and collaborating with Sortition Foundation campaign partners.</p> <p>Our organisation is run in a democratic model of cooperative collaboration between staff with work streams operating through a number of working groups that deliver the campaigns, operations and sortition services central to our work.</p>
<b>Responsibilities</b>	<ul style="list-style-type: none"><li>● Craft compelling emails, produce social media content, videos, design graphics and memes, and develop other online content to help achieve campaign goals, shift public narratives about the House of Lords, and highlight inspiring stories about Citizens’ Assemblies;</li><li>● Direct those who take action to donate to the campaign and contribute to further actions;</li><li>● Track and analyse digital metrics to measure success and identify key lessons from campaigns and projects – and use those metrics to share learnings and recommendations with digital and non-digital campaigners alike to help teams strengthen future work;</li></ul>

	<ul style="list-style-type: none"> <li>● Continually identify and implement new digital tools and platforms, and/or innovative uses of existing tools, to strategically strengthen the campaign;</li> <li>● Work closely with the Co-Director Campaigns, the Co-Director of Operations and independent directors on the Campaigns and Communications Working groups to develop and implement the campaign;</li> <li>● Stay abreast of the news cycle and public discourse in order to identify opportunities to connect with the campaign;</li> <li>● Implement creative digital and social media tactics to grow Sortition Foundation’s membership and supporter base, with a specific emphasis on people of colour, working class, women, trans and non-binary folk, and young people;</li> <li>● Maintain the campaign sub-section of Sortition Foundation website, working with Co-Director Campaigns;</li> <li>● Develop relationships with influential allies (organisations and individuals) and encourage them to publicly support the campaign.</li> </ul>
<p><b>Requirements</b></p>	<p>Essential</p> <ul style="list-style-type: none"> <li>● Minimum 2 years of experience as a digital campaigner;</li> <li>● Experience managing or supporting advocacy email and/or SMS programs, and with using social media as the voice of an organisation, candidate, or brand, supporting the strategy of an advocacy campaign;</li> <li>● Excellent verbal and written communications skills. Ability to write well for a variety of audiences and platforms and to distil complex political concepts and processes into clear, understandable, relatable and persuasive language;</li> <li>● Ability to communicate in clear and creative ways about the connections between democratic reform and other issues such as the climate crisis, inequality and cost of living;</li> <li>● Highly organised, skilled at prioritisation and time management;</li> <li>● A resilient, self-motivated and flexible team player who is willing to work in a fast paced, highly collaborative yet autonomous team culture;</li> <li>● Flexibility to work outside of normal hours occasionally in order to respond to emergent needs and developments;</li> <li>● An ability to demonstrate a commitment to the values of social justice, collective wisdom and equality that guide the goals of Sortition Foundation and the values of honesty, helpfulness and responsibility that guide our culture.</li> </ul>

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	<p>Desirable</p> <ul style="list-style-type: none"><li>● Strong experience using at least some of the key tools employed by Sortition Foundation including NationBuilder, Action Network, social media platforms (Facebook, Twitter, and Instagram), and digital advertising (Facebook, Youtube and Twitter Ads, Google Analytics) – and a willingness and ability to quickly learn how to use new tools and techniques;</li><li>● Graphic design skills and high-level of comfort with tools like Photoshop, Illustrator, InDesign;</li><li>● Experience designing, executing, and analysing digital tests, including A/B testing for emails and digital advertising;</li><li>● Knowledge of and dedication to the democracy reform movement;</li><li>● A sophisticated understanding of the UK political landscape;</li><li>● Basic video production and editing skills and comfort with online video tools like Animoto;</li><li>● Connections to progressive political spaces including volunteer and professional networks;</li><li>● Comfort and experience working remotely, including with colleagues in multiple time zones.</li></ul>
<b>Work conditions</b>	<p><b>Location:</b> UK Remote / Home-working <b>Time:</b> 3 days / 21 hours per week <b>Pay:</b> Band C £25.53 per hour £46,585 per annum pro rata. <b>Term:</b> Initial one year contract, with potential to grow into a permanent, full time role.</p>