



Head of Content & Mobilisation

Functional Team: Content & Mobilisation

Reports To: Campaigns Director

Salary: £58,100 - £62,000

Location: Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc

MISSION OBJECTIVE

The Content and Mobilisation Team at 38 Degrees is accountable to the programmatic management and technical expertise in identifying, defining, and delivering people-powered campaigns across a range of issues that galvanize 38 Degrees' community of supporters to advocate for change. The Content & Mobilisation (CAM) Team uses content and social media platforms to elevate the experiences and stories of our community of supporters, educate and persuade, mobilise supporters, and reach both decision makers and target audiences. We also invest in digital activism so that supporters are better organised and directed to amplify 38 Degrees' message and actions.

The Head of Content and Mobilisation manages the CAM team and is primarily responsible for designing and delivering a content strategy that reaches key audiences, educates and inspires, and mobilises supporters to take action.

Reporting to the Campaigns Director the Head of Content & Mobilisation works to ensure organisational wide understanding of the content strategy and coordinate closely with the Campaigns and Community Support and Insights teams to gain insight, plan content, and support the organisational strategy.

This job describes the role of the Head of Content & Mobilisation. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our community of supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

ADAPT



- Line management of the Campaigns and Mobilisation team to ensure the development of a content programme that supports the organisational strategy and enhances our campaign package.
- Accountable for designing and delivering a content strategy that reaches key audiences, educates and inspires, and mobilises supporters to take action.
- Works to ensure organisational-wide understanding of the content strategy and coordinates closely with the Campaigns and Community

Support and Insight teams to gain insight, plan content, and support the organisational strategy.



ENGAGEMENT

PERSUADE

- Oversee the overarching plans and strategies for our content and mobilisation.
- Advise Campaigns Directors and team members on content and mobilisation, identifying risks and opportunities, and sharing best practices to sustain.
- Strengthen collaboration within 38 Degrees across Campaigns teams, Member Insights & Support, Public Affairs – and the Technology team to ensure that mobilisation and content programmes are relevant.
- Serve as an in-house expert on how social media and content can be leveraged to support organisational and campaign strategies.
- Work cross-functionally with internal teams - including Campaigns, Tech, Customer Support and Insight - to gain and provide insight, align on KPIs, and build effective campaigns.



DELIVERY

ADAPT THE PROJECT CYCLE

- Accountable for achieving KPIs for content performance and audience growth and engagement and supporting the team to ensure goals and milestones are met.
- A Champion for social across the organisation and facilitate learning and upskilling of the team.
- Responsible for ensuring all content is of high quality and consistent with 38 Degrees brand standards.
- Provide regular feedback on developmental areas to both the CAM and Campaigns teams.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Extensive experience managing social media teams in a fast-paced environment.

Leadership and Management

- Proven ability to lead, manage and motivate people, contribute to organisational/functional level decision making and support the management of the associated impact.
- Effectively plans and manages allocated resources and budgets. Assess and mitigate against risks to ensure the sustainability and reputation of 38 Degrees.
- Makes a major contribution to the organisation's strategy by ensuring functional strategies, plans and objectives are aligned to organisational strategy.
- Makes skilled and thoughtful proposals about strategy for their area of responsibility, ensuring alignment to the plans and objectives of the function.
- Effectively adapts to change - is able to support wider organisational change initiatives and translate this to the team.

CONCEPTUAL

Understands the interconnection of services/products that supports a comprehensive platform

APPLIED

Develop and execute program plans across a range of well-defined and established programmatic elements aligned with broader organisational objectives.



COMMUNICATION SKILLS

Demonstrable extensive skill in managing teams and developing content strategies.

INTERNAL

Advise team on possible impediments to sustaining delivery standards to develop strategies.

EXTERNAL

Engage clients proactively to define expectations/needs and build an informed framework for service delivery.



Demonstrated Achievement in managing teams to produce high quality deliverables.

TIMELINESS

Extensive experience in developing KPIs and managing teams to ensure goals are both understood and consistently met.

QUALITY

Consistently meet the overall quality of the content strategy.

TARGETED SPECIALISED KNOWLEDGE

- Extensive experience in developing and delivering a successful content strategy, with the ability to provide examples.
- Extensive knowledge and experience in creating visual content for social media and experience managing freelancers and content creators.
- Extensive experience in managing/overseeing projects to fruition and someone who thrives when operating with high levels of autonomy and accountability.