



## **Content & Mobilisation Manager**

**Functional Team:** Content & Mobilisation

**Reports To:** Campaigns Director

**Salary:** £46,771 - £51,287

**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 strategically uses social media in our campaign work to reach new audiences, influence decision makers, and grow our movement. The team is responsible for developing content and tactics that deepen affinity among our supporters, mobilise people into action, and enhance our reputation.

The role is primarily responsible for managing the CAM team which includes line management of the Content Creator and Paid Social Specialist, working alongside the Social Video Producer you will be responsible for signing off all video content and paid campaigns to deliver on our content strategy to support the organisation's objectives. The Content and Mobilisation manager coordinates all of our paid and organic content outside of email - including social channels and the website. They will be focused on fostering an engaged social community and increasing our reach with target audiences. They are also responsible for deploying strategies and tactics that leverage the collective power of socials to make an impact offline.

Reporting to the Campaigns Director the Content & Mobilisation Manager works to ensure organisational-wide understanding of the content and mobilisation strategy and coordinate closely with the Campaigns and Community Support and Insights teams to ensure social is integrated into plans and reporting.

This job describes the role of the Content & Mobilisation Manager. 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

### ANALYSE



- Line management of the Content Creator and Paid Social Specialist to ensure the delivery of a content and mobilisation programme that strengthens our campaigns and brand.
- Scan the horizon and proactively pitch opportunities for social growth and engagement.
- Create and coordinate the creation of compelling content across channels that deepens affinity with current supporters and attracts new ones.
- Works to ensure organisational-wide understanding of the content strategy and coordinates closely with the Campaigns and Community Support and Insight teams to apply insight, develop content, and support the organisational strategy.

### COLLABORATE



- Collaborate closely with the Campaigns team to understand campaign aims and ensure our social content supports our objectives.
- Proactively develop organic and paid strategies and tactics.
- Collaborate closely with the Social Video Producer to sign off video content and ensure there is a cohesive content strategy and message across all channels.
- Advise Campaigns Directors and team members on content and mobilisation, identifying risks and opportunities, and sharing best practices to sustain.
- 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, Community Support and Insight - to gain and provide insight, align on KPIs, and build effective campaigns.

### MANAGE 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.
- Together with the Social Video Producer work as champions for social across the organisation and facilitate learning and integrating social into campaigns work.
- Responsible for ensuring all content is of high quality and consistent with 38 Degrees brand standards.

## TARGET SKILLS PROFILE



### SUBSTANTIVE KNOWLEDGE

Substantial 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 success by ensuring that major gift strategies, plans and activities are aligned the organisation's overall strategy
- Makes skilled and thoughtful proposals 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

Substantial demonstrated skill in managing a team 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**

Substantial experience in managing teams to ensure goals are both understood and consistently met.

**QUALITY**

Consistently meet the overall quality of the content strategy.

**TARGETED SPECIALISED KNOWLEDGE**

- Experience using social media to campaign, particularly in a political or electoral environment.
- Experience growing social reach and mobilising supporters to take action.
- Experience in managing/overseeing projects to fruition and someone who thrives when operating with high levels of autonomy and accountability.
- Experience in creating compelling content for social media and experience managing freelancer, influencers, and content creators.