



Campaign Co-ordinator

Job Description

Title: Campaign Co-ordinator

Responsible to: CEO

Responsible for: Building and supporting the #OperationWiFi alliance by working with its members to develop and deliver a communication and outreach strategy

Location: Home based

Salary: £24,000 - £26,000 pro rata – (depending on experience)

Hours: 21 hours per week (6 month contract with view to extend)

Background

#OperationWiFi emerged after conversations in Birkenhead, Hartlepool and Stockport when local organisations highlighted the challenges that the COVID19 pandemic would have for those who are digitally excluded.

From the early conversations and subsequent actions of local groups and organisations to tackle the digital divide a national alliance of over 100 civil society organisations has been built to shine a spotlight on the 5 million people that go without access to the internet.

The alliance is growing and calling on local and national partners to act now to:

1. Enable wider access to Devices to get people online
2. Create a CitizenSim to enable access to data
3. Promote initiatives for digital literacy

Job Purpose

To grow the number of organisations that make up the #OperationWiFi alliance by developing and delivering a creative communications campaign that can reach thousands of people. The role will work in partnership with Local Trust who have an appointed person to support the campaign.

**Community
Organisers**

www.corganisers.org.uk Telephone: 0207 193 6650 / +44 (0) 7591 206913 Email: hello@corganisers.org.uk
10 Silver Street, Warminster, Wiltshire BA12 8PS

**LISTEN
POWER
ACTION**



Job Purpose

- Devise and deliver a communications campaign that supports the overall aims and objectives of #OperationWiFi
- Regularly create content that can be shared via Facebook and Twitter
- Recruit new members to the alliance
- Manage the public profile for #OperationWiFi keeping the website and Facebook page up to date with new and engaging content
- Create blogs and articles that can be shared via Alliance Members
- Develop an engagement strategy for alliance members ensuring that there is active participation in the campaign
- Identify key stakeholders who can support the campaign working with them to accelerate and accentuate the key messages of the campaign
- Research and keep informed of matters relating to digital exclusion and the digital divide
- Seek opportunities to contribute to press and media opportunities to raise awareness of the campaign's key goals

Person Specification

- To have an excellent understanding of community organising and the ability to work with a wide range of stakeholders connected to community organising
- Experience of developing and delivering online campaigns
- Experience of using Canva or other graphic design tools
- Experience of devising campaign strategies that can engage a wide audience
- Experience of building alliances and ability to work with diverse communities
- Have excellent verbal and written communication skills
- Strong organisational skills and proven experience of planning, designing, managing and delivering campaigns, actions and initiatives
- Proven ability to prioritise and manage time effectively and be able to adapt and respond flexibly to the unexpected.
- Confidence to work independently and proven ability to make significant positive contributions to successful team dynamics.