

Senior Digital Campaigner / Head of Digital

JOB DESCRIPTION

About Positive Money

Positive Money is a think tank and campaign organisation that works to reimagine our money and banking system for the benefit of all and our planet. We are part of a growing and collective force for economic systems change. We have been working in the UK since 2010, Brussels since 2019 and the US since 2021. Our mission is to reform money and banking to build a *fair, democratic* and *sustainable* economy. To achieve this we produce groundbreaking research and policy, penetrate the media, influence politicians, and inform and mobilise the public behind people-powered campaigns.

About the role

Since 2018 Positive Money Europe has been raising awareness of the power, injustices and impacts of our broken financial system - from inequality to climate change to unaffordable housing - and campaigning for and winning reform. Building and mobilising a grassroots movement is a central part of Positive Money's strategy for achieving lasting systemic change. We believe in empowering the public to demand a system that produces affordable homes for everyone, well-paid sustainable jobs and democratic public institutions that work for community wellbeing, instead of profits for banks and corporations.

In just two years, Positive Money Europe has run a major citizen engagement campaign in France, Spain, Italy, The Netherlands and Germany, carried out actions in front of the Belgian national central bank, launched a petition in France and Spain, and grown its mailing list by 60% and its social media following by 67%. Now we want to take our campaigning to the next level by building a stronger foundation for digital campaigning focussed on clearer communication and impactful mobilisation and organising.

About you

You will be passionate about empowering the public to change our economic system; a natural communicator; and a strategic thinker keen to build smart strategies for winning change. You thrive in a digital world - online campaigning and innovative digital tactics excite you, and you strongly believe in data driven decision-making.

You are a people's person, you believe in investing time and resources into your team as well as receiving and incorporating constructive feedback from the people you manage. You don't mind getting your hands dirty and jumping in with hands-on work where needed.

You don't need a background in money or banking work, but you should be excited about developing campaigns and content that are engaging, appeal to people's hearts and minds, and stand out from the crowd. You understand that the financial system is rooted in a wider system of structural inequalities, oppression, power imbalances and ideologies; that systems change is complex and multi-faceted, and absolutely necessary to achieve our vision.

The Positive Money Europe team works closely together, so you'll enjoy getting involved in different aspects of an organisation, juggling multiple projects and supporting your colleagues. You could come from any background or walk of life, and share our commitment to an inclusive and diverse team, and our culture of mutual goodwill, open and compassionate communication, trust, proactiveness and transparency.

Accountabilities:

The Senior Digital Campaigner/Head of Digital will be supported and line managed by the Deputy Executive Director, and responsible for the delivery of Positive Money's public facing campaigns work and communication to Positive Money Europe's growing supporter base.

Roles and responsibilities:

The main aspects of the role are:

- Developing strategies and tactics to grow, diversify and empower Positive Money's supporter base
- Managing and supporting the mobilisation team and digital consultants/freelancers
- Reporting on digital to the rest of the organisation
- Leading on all digital platforms implementation including email, web, social media and advertising to engage and grow Positive Money's followers, and the creation of digital content for visual storytelling
- Analysing and responding to digital performance data: such as email statistics, social media reach and google analytics
- Building relationships and collaborating with campaigners at partner organisations in the new economy movement
- Overseeing the smooth-running of Positive Money Europe's website, CRM and action platforms (Wordpress, Action Network), and liaising with a web developer
- Maintaining a general (non-expert) understanding of Positive Money Europe key campaigns and proposals and messages, and translate them into accessible and engaging content
- Developing the digital fundraising strategy
- Managing the mobilisation team budget

Essential skills and experience:

- Experience in managing digital staff, consultants or freelancers
- Excellent written communication skills and experience in writing mobilisation emails
- Experience of delivering high-reach social media content: Facebook, Instagram, Twitter
- Experience creating educational content for identified audiences: eg videos, images, other visual assets for social media etc

- Experience delivering successful campaigns that reach and mobilise the public
- Experience managing Facebook, Instagram and Google adverts
- Experience running digital fundraising campaigns
- Experience using Wordpress, Action Network and Excel (or similar platforms for website, CRM and spreadsheets)

Desirable skills and experience:

- ★ Experience writing long form educational or campaign video scripts
- ★ Experience in using Photoshop, illustrator and/or Premier Pro similar products to create graphics or short videos
- ★ Basic knowledge about how the money and banking system works and the problems inherent to it

Our offer includes

The opportunity to lead a small team, and play an important role in a small but growing organisation that has a real impact on the European money system debate, and that is part of a global network of system change actors.

Contract: The role is for an indeterminate contract (Belgian “contrat à durée indéterminée”) with a 6-month evaluation period.

Salary: €34 000 - 42 000 gross annual salary (starting salary), depending on experience level (pro rata if working less than full time hours) + pension scheme of 4.5% of gross annual salary. Automatic indexation of gross salary to cater for inflation.

Benefits: (pro rata if working less than full time hours)

- Meal vouchers, which can be spent in supermarkets & most restaurants, of €161/month
- Transportation costs of €49/month
- Remote work from abroad scheme
- Flexible home office policy

Holidays: 5 extra legal holidays on top of the 20 statutory holidays for the first year of employment, 10 extra legal holidays for the second, and following, years of employment (pro rata if working less than full time hours).

Terms and conditions:

Hours: Part or Full time (30,4 or 38 hours per week, 4 or 5 days). Requests for flexible working will be considered. The post holder will be expected to work the occasional evening or weekend for time off in lieu.

Location: The role is based at Positive Money Europe’s office at Rue Ducale 67, 1000, Brussels, but there is ample opportunity to work from abroad.

How to Apply: Please download and fill out the [APPLICATION FORM](#) in full.

(* In case the above link doesn't open in your browser/device, please right-click and choose "save as". In case that doesn't work either, please get in touch - info@positivemoney.eu)

Please email your completed application form to: info@positivemoney.eu

If you have any questions about the role or need any more information, please contact info@positivemoney.eu

Closing Date for applications: Thursday 1 September 2022, 9 am

Interviews will take place on: Tuesday 6 and Wednesday 7 September 2022

Interviews can take place in our office or online if required

Start date: ideally the successful candidate will be able to start by the **end of September or beginning of October 2022**, but we know this may be subject to stringent notice periods.

Positive Money is committed to providing equal opportunities for everyone regardless of their background. We welcome applications from everyone irrespective of gender, sexual orientation, disability and ethnicity but, as minority ethnic people are currently under-represented within the Positive Money network, we would encourage applications from members of these groups.

Please note that Positive Money Europe can only accept applications from individuals with the right to work in the EU.