

# Digital Officer

Salary: £32,000pa

Benefits: Pension, 25 days annual leave

Reports to: Head of Campaigns

HOPE not hate is the UK's leading anti-fascist campaign group. We organise people online and offline to expose and disrupt the far-right. We're looking for a digital officer to join the team to help us mobilise people and spread our message by managing our email programme and websites.

If you're passionate about pushing back the rise of far right, enjoy trying to get the most out of emails and website, and are keen to work in an entrepreneurial, fast paced environment, this is a job you should consider applying for.

Working as a member of our Digital team, you will be expected to:

- Manage the HOPE not hate email programme including:
  - Working with the head of campaigns to devise and manage an email calendar which will help us hit our goals of fundraising, mobilisation and dissemination of our messages
  - Commissioning and editing emails, as well as some writing of emails
  - All aspects of building, checking and sending emails
  - Managing all landing and associated pages on the HNH website
  - Tracking all email-related analytics, and using the data to improve the user experience and outcomes
- Be responsible for [hopenothate.org.uk](http://hopenothate.org.uk) and [charity.hopenothate.org.uk](http://charity.hopenothate.org.uk):
  - Liaising with colleagues across the organisation who draft content to keep the sites up to date
  - Devising strategies to increase time on site, testing headlines and other aspects of copy to attract new readers, and systematically managing preview images and copy to maximise click-throughs from social media
  - Managing a process of revising the navigation of [hopenothate.org.uk](http://hopenothate.org.uk), and overhaul [charity.hopenothate.org.uk](http://charity.hopenothate.org.uk)
- Support the work of the digital team:
  - Support our social media officer's management of the advertising programme, including creating ads, managing ad creation and analysing performance
  - Helping with the drafting of social media content from time to time
  - Working with our education team to create training materials for activists on how to use online tools

We expect applicants to show a range of experiences:

- Experience of running email programmes, whether electoral, advocacy or corporate. If you know how to use email tools to hit campaign goals, we want to hear from you;
- Passion for using data to guide email programmes, from improving the user experience through to list segmentation;
- A background in managing website content, including an understanding of audience development and using data to improve user experience, through to copyediting and site management;
- Some experience with website development, including light design skills and HTML/CSS;
- Experience with online tools; although we use the BSD Tools for activism and WordPress for our CMS, and experience with both is a plus, any relevant experience at managing online tools will be considered.

The ongoing performance of the person we hire for this role will be judged on the following criteria:

- Contributing to hitting our email list growth and fundraising targets
- Creating and managing a successful newsletter programme
- Increasing the number of repeat visitors to our site, and the time they spend on the site
- Contributing to the work of the digital team as a friendly and helpful member of the group

We want to hear from applicants from all backgrounds, and especially welcome applications from people of colour, women, and people with disabilities.

To apply, [click here](#) to submit your CV and cover submit, using “Digital Officer Application” as your subject line.

Your cover letter should be no longer than 500 words, and explain how your experience matches the criteria we’re looking for. We welcome links to examples of your work, but this is not a requirement.