

Job Description: Communications and Social Media Designer

Reporting to:	Chief Executive
Type of role:	Permanent, part-time (2.5 days per week)
Location:	London
Holiday:	25 days (pro rata)
Salary:	£25,000 (pro rata) or commensurate with experience

The primary focus of the Communications and Social Media Designer is to manage all digital and print communications. The secondary purpose is to support the Policy and Research Officer and the Director communicate their work to stakeholders and the wider public and to support the Director in other areas of work for the APT, including events and general administration.

Primary Duties and Responsibilities

Social Media and Digital Work:

- Manage the social media channels of the Antisemitism Policy Trust and the All-Party Parliamentary Group Against Antisemitism (APPGAA).
- Plan and execute social media campaigns, both organic and paid.
- Manage the website, including liaising with external vendors.

Graphic Design:

- Design all publications and other written work for dissemination (both print and digital).
- Design images for social media, including images for social media campaigns.
- Design other items, as necessary, for example, pull-up banners or flyers.

Communications:

- Manage the design for the monthly newsletter for the APT and the APPGAA, liaising with the Policy and Research Officer to create copy.
- Manage the sending of press releases, working with the Director and Policy and Communications Officer.

Additional support to Director

- Support the Director in any other way that is required in a small organisation.

Person specification

Essential knowledge:

- Professional experience of Adobe Creative Suite, including InDesign and Photoshop.
- iMovie, or other video editing software.
- Social media scheduling tools, including Hootsuite
- Social media platforms, including Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Professional experience of running paid targeted adverts on Facebook and Twitter.
- MailChimp or other e-mail marketing software.

Desirable knowledge:

- Adobe Illustrator / Other Creative Cloud programmes.
- Microsoft Access Database / SQL.
- Experience in a charity or political setting.

Skills:

- Ability to work in a small team where workload is shared to meet tight deadlines.
- High-level of organisational and administrative skills.
- Enthusiastic and self-motivated.
- Ability to maintain confidential and sensitive information and be discreet about the affairs of the APT and its staff.
- Willingness to be flexible according to current needs of the organisation.
- Ability to work with a small group of staff in a collaborative way in an environment where work is shared in order to meet tight deadlines.
- Someone with a positive attitude and with high levels of integrity, honesty and credibility.

Applications

Applicants are invited to submit their CV together with covering letter to mail@antisemitism.org.uk with 'Communications and Social Media Designer' as the subject. Applications will close on 9th November 2020 but may close earlier if a suitable candidate is found.