

## FSU Digital Organiser

**Role:** Digital Organiser

**Team:** Growth Unit

**Reporting to:** Communications and Organising Manager

**Grade:** Organiser

**Starting Salary:** €37,215

The Financial Services Union (FSU) is a leading Trade Union representing staff in the financial services sector, with members located in the Republic of Ireland, Northern Ireland and Great Britain. The FSU is determined to build on its proud history, grow its membership and influence in traditional and emerging financial services businesses, so that we can win for workers and their families.

The Digital Organiser will be responsible for all communications from the FSU to our members, potential members, stakeholders and others through our online platforms and email communications. They will be responsible for integrating new media strategies into campaigning and industrial relations and ensuring increased member and public engagement with the Union's various media platforms. They will help to develop online campaigns, frame the message and public narrative of our national campaigns. They will maintain and utilise data from activity as a key contribution to our growth objectives. They will develop content for posting on all designated social media outlets in a planned way. They will report on media and profile engagement.

### Main duties and responsibilities:

- Manage the visual & verbal tone and messaging of all communications sent from FSU to ensure consistency with brand guidelines and Union campaigning, industrial and organising strategies.
- Develop and implement social media plans that complement the Union's campaigning, industrial and organising strategies.
- Assist in the overall development and implementation of union campaigns.
- Craft and deliver campaign messages for multiple audiences in liaison with staff and activists.
- Develop and integrate social networking and new media to engage our members online.
- Monitor, update and improve the Union's social media content and presence.
- Design, write and post new content on a daily basis to maintain an evolving high-profile online campaigning and advocacy presence for our union.
- Manage the development of new campaigning platforms including new websites and blogs as needed.
- Utilise our data to better recruit new members.
- Develop and coordinate online advocacy campaigns tracking and analysing their effectiveness.
- Regularly provide analytics and metrics including preparing periodic reports, analysing data and implementing content changes to improve impact.
- Respond to and moderate comments and other user-generated content on social media platforms.
- Help develop the online skills and capacity of union staff and activists
- Assist in staging union events
- Other duties as assigned

### Essential Capabilities:

- A relevant degree and/or a proven track record in online campaigning or marketing.
- A broad knowledge and interest in new and emerging media as well as a proven track record in creating and maintaining effective social media campaigns.
- Excellent writing skills and the ability to write effectively for different audiences and on different platforms e.g. e-mail, Facebook, Twitter, websites, blogs.

- The ability to work well with a team under pressure; manage multiple projects along with a willingness to take initiative and work independently is a must.
- An understanding of the labour movement and Irish political system along with a commitment to social justice.
- Experience in facilitating the process of website building and/or redesign. Experience in creating and maintaining online content in WordPress or other content management systems.
- Existing knowledge of HTML is a plus, but must at least be comfortable and willing to learn the basics.
- Ability to drive traffic to social media sites and to produce action-oriented results.
- Experience in producing, scripting, filming and editing videos.
- Experience in grassroots union, community or political campaigning.

If you are passionate about justice, fairness and workers' rights, please email your cover letter and CV to [ruth.flynn@fsunion.org](mailto:ruth.flynn@fsunion.org) before 5pm 19<sup>th</sup> April 2019. Correspondence received after this time will not be considered.