

Digital & Marketing Manager – Job Description

Job Title:	Digital & Marketing Manager
Reporting To:	Development Director
Location:	Westminster, London
Salary:	Dependent on experience
Apply:	Please read the job description in full. If you feel you qualify for the role, please send your CV and a covering letter to recruitment@centreforsocialjustice.org.uk

THE ORGANISATION

The Centre for Social Justice (CSJ) is an independent think tank, established to put social justice at the heart of British politics. Moved by shocking levels of disadvantage across the nation, it studies the root causes of Britain’s acute social problems in partnership with its Alliance of over 350 grassroots charities and people affected by poverty. This enables the CSJ to find and promote evidence-based, experience-led solutions to change lives and transform communities. The CSJ believes that the surest way to reverse social breakdown – and the poverty it creates – is to build resilience within individuals, families and the innovative organisations able to help them.

Since its inception the CSJ has set the agenda for social policy reform. From the design and implementation of the Modern Slavery Act and Universal Credit to tackling local gang crime to educational reforms targeted at children in our poorest communities, our policy recommendations have been picked up by government at both a national and local level and delivered. We have a reputation for ground-breaking research, big ideas and pioneering nation changing reforms.

THE ROLE

The CSJ is looking for a Digital & Marketing Manager to work in our busy Westminster office to significantly develop our digital communications and strengthen the CSJ’s brand. The successful candidate will work closely with the senior team to devise the CSJ’s long term digital marketing strategy; leading on its detailed design and implementation. The CSJ is entering into a new and exciting phase of its development and this new role is central to us being able to achieve our mission.

THE PERSON

- Considerable experience in using a variety of digital and social media marketing platforms including: MailChimp, YouTube, Periscope, Audio and video editing software (e.g. HitFilm, Audacity, Adobe Creative Suite) and WordPress.
- A proven track record of growing an organisation’s online presence;
- An excellent writer with strong blogging/ copywriting skills;
- An ability to distil complex messages into plain language;

- Experience of managing a website;
- Experience of producing video content and podcasts
- A strong interest in current affairs, politics and the social justice agenda;
- A commitment to excellence and high standards of professionalism;
- A collaborative team player with initiative and a positive “can do” attitude;
- Highly-organised, discrete, and with a high degree of personal integrity;
- Calm under pressure.

MAIN RESPONSIBILITIES

- Take the leading role in designing and implementing the CSJ’s digital and social media strategy;
- Create and maintain a blog;
- Maintain and update the CSJ website;
- Coordinate the production of the CSJ’s weekly e-newsletter (the Leader Column);
- Write copy for some donor facing publications including the Annual Report and quarterly impact newsletters;
- Produce up-dates and analysis for the CSJ senior team and the board of directors as required;
- Other duties that arise from time to time.