



JOB DESCRIPTION

JOB TITLE: Regional Digital Assistant

REPORTS TO: Regional Secretary

DIRECT REPORTS None (at present)

UNITE SALARY GRADE: 7

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- MAIN PURPOSE OF THE JOB:**
- A. Delivery of the regional digital strategy under the direction of the Regional Secretary and in consultation with Unite's Digital Department.
 - B. To develop and raise the online and offline profile of Unite and all industrial action campaigns in the Region using digital media to support the implementation of the digital and communications strategy for the union regionally.
 - C. Working to support the union's growth, the Regional Digital Assistant will build creative ways to connect and communicate with members and non-members and activists about the benefits of being a member of Unite and promoting the union's delivery on its Visions and Goals

MAIN DUTIES & RESPONSIBILITIES *(This job description is not a complete listing of all duties but contains the key elements of the role).*

1. Assisting with the planning and delivery of innovative campaigns, including digital campaigns, to support Unite's regional objectives, and delivering these projects to deadlines.
2. Producing creative digital content to reflect the industrial priorities of Unite in the Region, in support of members and to engage new audiences.
3. Producing appropriate and creative materials for use on Unite's regional social media channels, including the regional microsite.
4. Producing short campaigning films: writing scripts, organising film shoots and contributors, and using the appropriate distribution channels to ensure effective reach and engagement.
5. Taking regional responsibility for mass emailing to members both regionally and nationally



6. Manage electronic consultative ballots using JotForm with mass mailing system integration both regionally and nationally
7. Work on quick turnaround of both General Secretary and National Officer content in relation to all Industrial Disputes, including filming, clipping, editing, subtitling
8. Assist all national departments with online events and campaigns, including content creation, including national Unite Conferences
9. Assist sector combines with content creation, online events and campaigns
10. Support the Communications and Campaigns department with any content they require to be clipped and edited for social media, both regionally and nationally.
11. Keeping abreast of emerging changes to campaigning, including technological and digital innovation and developing new techniques to support the effective delivery of regional campaigns.
12. Using analytics and other tools provide regular reports to the National Digital Coordinator on campaign activities, and working with the National Digital Coordinator to ensure that training and development is sustained.
13. Helping to develop and manage an up to date regional photographic and image bank, well archived and easy to search.
14. Working to deadlines on digital content, travelling as needed on production shoots, and being available to meet requests out of hours.
15. Assisting with event organising including lobbies, events, members' meetings and demonstrations. Ensuring that these are promoted through digital channels.
16. Assisting with basic media handling, such as taking enquiries bearing in mind some issues will be highly political and commercially / industrially sensitive.
17. Responding to members' queries sent through digital channels both punctually and accurately.
18. Work collaboratively across regions and nationally providing support and cover to other RDAs as required.
19. Other relevant duties as required.



PERSON SPECIFICATION

JOB TITLE: REGIONAL DIGITAL ASSISTANT

UNITE SALARY GRADE: 7

Please Note:

Only those candidates who best demonstrate that they meet the criteria below will be short-listed. All candidates should seek to provide strong evidence in all sections. The examples below are given as a **guide** to candidates about the kind of evidence they should provide.

(The areas below are examples of the types of evidence we will look for from candidates and are not exhaustive).

To be successful in this role we are looking for the following qualities and experience

Digital responsibilities

1. Under the instruction of the Regional Secretary, and working alongside the Digital Engagement Unit, you will help develop the team's campaign grid. This will set out Unite campaigns and events to ensure industrial and member activities are reflected on the union's social media channels.
2. You should be familiar with the most popular and effective digital channels, and able to produce appropriate and engaging content for these channels, from short films to memes, and ensure that these are distributed to the appropriate audiences.
3. You should be able to use analytics tools to measure the effectiveness and reach of union wide and regional digital campaigns.

Communication & Interpersonal Skills

4. You must be self-motivated and able to plan to ensure multiple projects are managed simultaneously to support competing industrial demands.
5. You must also be able to communicate clearly through digital media and able to support other colleagues in doing so. You should be a creative thinker and be able to clearly share those thoughts with others to bring them to life.

Analytical & Problem Solving Skills

6. You will need to be adept at dealing swiftly and confidently with filming and digital requests, identifying the purpose of the project and dealing with situations and differing sometimes conflicting views and considering the politics of those both internally and externally.



Knowledge, Experience and demands of the role

7. You should have an active interest in digital media and developments, as well as news and current affairs. You should be able to recognise where the political and industrial worlds impact on Unite members' lives, recommending ways to ensure that the union communicates its values and activities to a broad audience.
8. You should have good operational knowledge and experience of Microsoft Office including Word, Excel, and Power Point, as well as some proficiency in producing digital content on a smartphone and with a camera. You should also be able to use editing software, and be willing to be trained to use it to a higher level.
9. You will have the aptitude, or be willing to learn, to optimally use the most appropriate social media techniques to support and deliver the union's campaigns.
10. You should possess an understanding of the broader role of trade unions and specifically have regional industrial knowledge, as well as the networks of possible supporters of Unite in the Region.
11. You should be a committed trade unionist
12. The nature of the role demands flexibility so you should be able to provide cover outside of 9-5 pm for the union's campaigns as the need arises.