



Job Description | Creative Content Manager

Role summary

As Creative Content Manager, you will work to ensure that the creative content and social media strategies of Uplift's public campaigns meet the needs of the current political and economic context within the UK and globally, whilst strengthening the movement away from oil and gas. You will work closely with the Head of Campaigns, the Digital Mobilisation Manager and our three Campaign Managers to develop and execute powerful social media and creative communication strategies to support a just transition away from oil and gas in the UK.

You will be accountable for the creative communication strategies across Uplift's campaigns: including social and multimedia creative, visual and video storytelling, creative concepts, production standards, commissioning, experimentation and development of creative capability. This role is managed by and works closely with the Head of Campaigns.

Core responsibilities

Responsibility Area 1: Social media and creative content strategy and execution

- Lead on the overall development and delivery of our social media and creative content strategies across the organisation, supporting digital staff to develop and execute social media and creative content strategies for each campaign and the organisation as a whole.
- Support staff on each campaign to deliver and refine existing organic social media, paid media, creative content and brand strategies, ensuring content is always optimised against campaign objectives and overall campaign strategies.
- Lead on creative production processes at Uplift to ensure maximum impact and reduce friction, coordinating across the organisation, with freelancers and with campaign partners to ensure consistent high quality and coherence across campaign brands.
- Lead on developing new campaign brand identities and maintain overall campaign coherence to brand guidelines on all online and offline placements, working with outside agencies as needed.
- Lead on bringing in and managing external support on social media and creative content as needed, developing and maintaining a network of creative partners, contractors and influencers engaged in our campaigns and wider work.
- Track political, public and media debates regarding the future of oil and gas and developing responsive social media and creative content strategies.



- Collaborate with Heads of other teams, campaign managers and other staff to achieve cross-team campaign goals.
- Ensure Uplift is at the forefront of exploring and testing new ways to deliver digital content, leading on the development of new digital approaches on creative content and social media strategy and bringing data-informed decision making to how we approach digital campaigns.

Responsibility Area 2: Digital team management and staff development

- Line management of Uplift staff on our social media and creative production teams including providing guidance, oversight and support for work objectives, performance and professional development.
- Co-lead on the ongoing development of Uplift's Digital team and our digital capacity, working alongside the Head of Campaigns and the Digital Mobilisation Manager to assess and address specific training and development needs.
- Support the Head of Campaigns and the Head of Movement Building with the ongoing development of the Campaign and Movement Building team
- Work with the Digital team to establish best practice, agreed process and shared strategy formats for our creative comms and social media work.
- Ensure regular measuring, evaluation and learning takes place to inform team learning and activity, with a specific responsibilities for overseeing cross-campaign evaluation of our social and creative content activities
- Manage digital budgets as part of the agreed organisational and campaign strategy, ensuring best value for money, working closely with the Head of Campaigns, the Digital Mobilisation Manager and Campaign Managers.

Responsibility Area 3 - Digital content infrastructure, capacity and coordination

- Manage our collective database of photos and videos across the organisation, ensuring consistency in labeling, storage and use.
- Lead on the selection, maintenance and uptake of subscriptions, software, tools, and licenses needed for social media officers, digital campaigners and the wider campaigns team.
- Build relationships and partnerships with new constituencies, organisations, and affected communities as it relates to our digital strategies.
- Work with colleagues across Uplift on developing non-campaign specific social media presences and creative content strategies as needed.
- Support the creative execution and development of online and offline tactics and assets in collaboration with Uplift's Campaign and Movement Building Team, grassroots networks, and key partners .



Responsibility Area 4 – General responsibilities and duties

- Fulfilling the responsibilities of the role in accordance with the operational policies of the organisation.
- Contributing to the evaluation and improvement of the organisation's activities.
- Maintaining good working relations with staff members and other stakeholders, presenting the organisation in an appropriate and professional manner.
- Contributing to the development and growth of the organisation through working in accordance with its wider objectives, organisational culture and values.
- Work out of usual hours if required.
- Undertake any other reasonable duties as may be required.

Essential skills and experience

- Significant experience in a similar or related role.
- A track record of planning and leading effective digital campaigns, creative content, social media strategies and communication strategies to shift political and public opinion
- Experience running effective digital campaigns across multiple social media channels and using a variety of digital tactics.
- Excellent analytical skills and a demonstrable ability to analyse changing political and social contexts, with an eye towards creating easily digestible content quickly for social media
- Significant experience with image making and video editing
- Experience in building and overseeing new campaign brands, graphic design, and managing multiple brand systems.
- Motivation, initiative, exceptionally high standards, a collaborative approach, and associated qualities needed to work in a dynamic organisation with an ambitious agenda
- Excellent interpersonal communication skills, including an ability to quickly build trust with partners and colleagues and address and resolve conflicts
- Strong relationships with existing campaigning networks in the UK.
- Extensive professional networks within the UK.
- Experience managing members of a team delivering on fast-paced campaigns.
- A deep commitment to building distributed and diverse leadership.
- A strong commitment to Uplift's mission and core values of equity and climate justice.