



Job Title: Digital Organiser

Organisation: Communications Workers' Union (CWU)

Location: Dublin

About Us: The Communications Workers' Union (CWU) is a dynamic and influential trade union committed to organising and collectively bargaining for the rights and well-being of our members. We represent members in the postal/courier, telecoms, tech, contact centre and retail sectors. We are seeking a highly motivated and skilled individual to join our team as a Digital Organiser.

Position Overview: As a Digital Organiser you will play a key role in enhancing our digital presence and effectively communicating with our diverse membership. You will be responsible for developing and implementing digital communication and organising strategies, managing social media platforms, and creating relatable content to attract and engage organising opportunities. You will also contribute to the active organising campaigns, meeting workers, helping them to build their power and organise their workplace, and executing membership growth campaigns.

Responsibilities:

- Develop and implement strategic organising plans aimed at membership growth in new and existing workplaces.
- Meeting workers, identifying potential leaders, supporting workers to build their power.
- Develop and execute comprehensive digital communication strategies to support the union's objectives.
- Manage and curate content for various digital platforms, including the union's website, social media channels, and newsletters.
- Create visually appealing and compelling multimedia content, including graphics, videos, and infographics.
- Collaborate with internal teams to ensure consistent messaging and branding across all communication channels.
- Analyse digital performance metrics and provide regular reports to assess the effectiveness of communication strategies.
- Must be prepared to work outside normal working hours – occasional early morning starts, weekends and evenings.
- Must be prepared to travel from time to time.

Person Specifications/Qualifications:

- Ideally you will have a qualification in Communications, Digital Marketing, or a related field.
- Proven experience in digital communications, social media management, and content creation.

- Strong understanding of trade union principles and the labour movement.
- Proficiency in using digital communication tools and platforms.
- Excellent writing and editing skills, with an ability to tailor messages for diverse audiences.
- Creativity and innovation in developing engaging multimedia content.
- Ability to work collaboratively in a team and independently with minimal supervision.
- Experience of union organising is helpful but not necessary.

How to Apply: Interested candidates are invited to submit their CV, cover letter, and a portfolio of relevant digital communication work to sarah@cwu.ie by Monday 19th February. Please include "Digital Organiser Application" in the subject line.

Application Deadline: Monday 19th February

The CWU is an equal opportunity employer and encourages individuals from all backgrounds to apply.

Competitive benefits package based on experience on offer.