

WE ARE HIRING

FSU DIGITAL ORGANISER

Applications must be received by 5pm on Monday 22nd April 2024.
Apply by sending your CV with a covering letter to jobs@fsunion.org

Title	Digital Organiser
Reports to	Head of Industrial Relations & Campaigns
Location	Dublin City Centre
Annual Salary	€41,898
Job purpose	<p>We are seeking a highly motivated and skilled individual to join our Industrial Relations and Organising team as a Digital Organiser.</p> <p>The Digital Organiser will be responsible for organising and growing membership in specifically chosen employers and sectors where digital access and tools will be most required. The role will be tasked with generating and converting digital leads in these targeted areas into union members and building union structures and membership more generally in these target employments.</p> <p>The Digital Organiser will also be responsible for developing digital organising skills and capabilities, utilising the latest tools and techniques, across the union more generally.</p> <p>The Digital Organiser will also help develop online campaigns supportive of our overall organising, campaigning and industrial relations strategic goals in order to generate and convert digital leads into membership of the union.</p>
Key responsibilities	<p>The main job functions of this include but are not limited to:</p> <ul style="list-style-type: none"> • Develop and implement strategic organising plans aimed at membership growth in new and existing workplaces • Generate and convert potential member leads in selected target employments • Monitor and report on the effectiveness of digital tools for member recruitment • Upskill and cross train union colleagues on the use of digital organising tools • Assist the union generally in generating and converting new member leads in all FSU campaigns and strategic priorities • Craft and deliver campaign messages for multiple audiences in liaison with staff and activists. • Utilise our data to refine our messaging 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. • Help develop the online skills and capacity of union staff and activists • Other duties as assigned
Key skills and experience	<p>The successful candidate should also be able to demonstrate:</p> <ul style="list-style-type: none"> • Strong knowledge of websites and social media trends • Familiarity with monitoring tools and analytics platforms • An understanding of the Irish Trade Union Landscape • Project management • Teamwork, interpersonal and communication skills
Critical competencies for this role	<p>The successful candidate should also be able to demonstrate:</p> <ul style="list-style-type: none"> • Strong knowledge of websites and social media trends • Familiarity with monitoring tools and analytics platforms • An understanding of the Irish Trade Union Landscape • Project management • Teamwork, interpersonal and communication skills
Additional competencies required	<p>The successful candidate should possess a:</p> <ul style="list-style-type: none"> • Full clean Drivers Licence