



Sidney Yankson

Bitterne Conservative Club,
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Digital Co-ordinator

Role Description:

To implement the digital aspects of the campaign and ensure all platforms are active and up to date

Responsibilities:

- With the Campaign Manager, taking charge of producing, distributing and publicising digital content.
- Ensuring content is pre-written and scheduled up as far as possible – making sure there are graphics and video prepared in advance for posting regularly on social media. Particularly in the run-up to GOTPV and GOTV.
- Helping Sidney record videos for the campaign that are subtitled and scheduled for use.
- Producing and delivering a schedule of regular localised campaign (and fundraising) emails – particularly in support of the GOTPV and GOTV campaign.
- Monitoring comments and cleaning up comments where offensive/inappropriate and engaging where they are positive/constructive.
- Monitoring and recording opposition activity onto opposition watch.
- Establishing volunteer/campaigner WhatsApp groups to share social media content and promote campaign action days.
- Running ad promotions on posts to increase visibility during the campaign in target areas.

Please complete the application form on the website:

www.sidneyyankson.uk/volunteer

Thank you.

Sidney

