

Job Description

Job title: Communications Manager

About the role

Communications Manager is a new role in Platform. You will lead our organisation's comms across all platforms including digital and press, helping us develop sharp messaging, a strong online presence and effective communication systems. You will work closely with project staff to create effective project comms and will also be required to take on some of the core tasks needed to keep our small, non-hierarchical organisation running e.g. sitting on the Management Group, relevant fundraising etc.

Job purpose: To coordinate and support Platform's communications work across all projects including digital comms and press work across all projects. To support Platform's campaigns by carrying out communications work and supporting other staff in communications work.

Hours: 4 days 32 hours per week based on a 40 hour week.

Contract: Permanent, subject to 6 months' probationary period.

Salary: Circa £34,650 per annum pro rata, depending on circumstances (see Terms & conditions below). Please note we are working towards a 4 day week with full time pay.

Location: London / remote.

Post lockdown staff are now able to work in the London office again but are not required to. All staff will be expected to attend 8 in-person meetings per year. Most of these will be in London but some will happen elsewhere in the UK (travel will be paid for those outside of London). This is subject to review and if the Covid pandemic worsens meetings will switch to online.

Responsible to: Management Group and Trustees

Platform

Platform works towards a just future beyond fossil fuels, by uplifting marginalised voices, building energy and food democracy, and working toward a just transition. Platform brings together researchers, organisers, educators, environmentalists, artists, and community activists.

For over three decades Platform has led the way developing policies and practices which are effective, caring, just and democratic - such as our social justice waging system and ground-breaking parental leave policy.

Platform's goals for the next five years are:

1. Resource impacted communities and workers to build and shape a just transition.
2. Enable communities and workers to create and participate more fully in new and existing democratic spaces and processes.

3. Develop energy and food alternatives that transform local economies so they work for everyone.
4. Foster ways of working that centre compassion, care and liberation.
5. Collectively create and implement an internal structure that holds us accountable to our principles as a flat structured organisation and meets our capacity needs.

What we are looking for:

Platform needs a Communications Manager who is great with words, media savvy and confident talking to journalists, a skilled social media user and a patient teacher of those who aren't.

We've just finished writing Platform's strategy for the next five years, and we're excited to share our new ideas. Your first task will be to help us figure out how to communicate that strategy - both the framing and how we promote it. During your first year you will also coordinate the creation of a new Platform website, lead an overhaul of our communications systems and work with project staff to pinpoint how they can use comms to meet their project aims and deliver exciting and engaging content.

We are looking for someone who can demonstrate a clear aptitude for this type of work and the ability to develop the knowledge and skills where required. Please cite examples from outside of the formal employment if they are most relevant.

How we work:

- **Trustees** - as a charity we have a board of Trustees who are supportive and legally responsible for the organisation.
- **Management group** - we do not have a Director instead we have a rotating sub group of staff who have oversight of the running of the organisation to ensure that HR, finance, fundraising and strategy are carried out properly and that the projects deliver on their promised outputs.
- **Core staff** - the staff are split between project workers and core staff. Currently there are 2 core staff (Finance and HR managers). We are currently recruiting an Organisational Development and Operations Manager and Communications Manager taking us up to four core staff.
- **Projects** - We currently have 11 project staff who run 7 projects. This is sometimes supplemented by fixed-term or contracted staff.
 - North Sea Just Transition
 - Divest/ Invest
 - mPOWER (Sustainable Cities)
 - Leeds/ CECAP: Energy Transition Partner (Sustainable Cities)
 - London Leap
 - Climate Equities
 - Crude Britannia

Responsibilities

Communications Management and Staff Support

- Organise and convene monthly comms meetings
- Support staff to develop project specific communication strategies
- Support staff with press opportunities, events comms etc
- Arrange comms training for staff and support staff accessing resources like the NEON spokesperson network

Strategy

- Lead the development of a five year Platform communications strategy to help deliver our organisational strategy
- Support Platform in framing the new strategy in order to communicate it to a range of audiences e.g. interested communities - for example North Sea Oil workers, funders, sympathetic publics etc

Website

- Coordinate a consultative process to create a new website for Platform
- Bottom-line updates to Platform's website content by assigning tasks and copy-editing new pages
- Monitor and evaluate website analytics

Media

- Support staff in securing coverage in mainstream media
- Work with Platform project staff to spot angles and stories
- Support staff with pitching stories and opinion pieces
- Write opinion pieces for Platform and support staff to write them
- Build and maintain Platform's press-lists, monitor and evaluate Platform's media hits

Digital

- Coordinate content for Platform's social media channels - ensuring Platform has a strong digital identity and presence
- Coordinate and write blog posts, email newsletters etc
- Support Platform staff with digital comms, enabling them to post project specific content
- Monitor and evaluate Platform's social media channels

Core

- From time to time edit written materials, including the annual report and funding applications
- Support with fundraising
- Attend Platform team meetings
- Step onto the Management Group as required
- Line Manage other staff as required

Person specification

We expect the applicant to meet most of the essentials listed here, and some of the desirable. (But nobody meets everything!). A university degree is NOT a requirement. Experience can be in a paid or unpaid context. We will use both the application form and the interview process to assess this set of experience or skills.

Essential experience or skills

- Ability to develop powerful key messages that influence change and communicate them clearly
- Experience of generating traditional media coverage
- Proven ability to spot a story
- Experience of using social media to represent or promote a campaign or organisation
- Very organised with strong time-management skills (incl. the ability to work on several parallel projects)
- Ability to create communications plans for projects and campaigns
- Ability to think strategically about how you make change happen
- Ability to work with others in a horizontal structure and to assist in achieving goals and outputs.
- Ability to build and maintain relationships with journalists
- Strong understanding of anti-oppression and climate justice

'Desirable' experience or skills

- Ability to generate viral social media content (e.g: campaign videos or tweets)
- Conversant with mass mailing, databases
- Fast writer / editor
- Existing relationships with journalists
- Strong understanding of narrative framing
- Experience of facilitation or chairing meetings.

How to apply:

Application Deadline:

Please submit your application by **10.00am on Monday 24th January**. We are aiming to conduct interviews in the week commencing the 7 February, and if necessary second round interviews a week later.

Please send us:

1. Your CV
2. A written statement (2400 words total), answering the following 8 questions (we expect around 300 words per question).

Questions:

General:

1. Why do you want to do the role?
2. Why do you want to work at Platform?

Person Specification Questions:

Please tell us how you meet the following six essential requirements of the role as outlined in the person specification of the Job Description

- 1) Ability to develop powerful key messages that influence change and communicate them clearly
- 2) Proven ability to spot a story
- 3) Experience of using social media to represent or promote a campaign or organisation
- 4) Ability to create communications plans for projects and campaigns
- 5) Ability to build and maintain relationships with journalists
- 6) Strong understanding of anti-oppression and climate justice

Please give an example to explain how you meet this criterion presenting sufficient depth and detail. We suggest you use the STAR model.

- SITUATION. Describe the situation/environment you were in.
- TASK. What did you need to accomplish to deal with the situation?
- ACTION. What did you do?
- RESULT. What was the outcome?

Finally please include where you saw the job advertised.

3. A filled out [Equal Opportunities form](#). These are used for our own monitoring purposes so we can improve our recruitment process to make it more accessible and inclusive. The information will not be used for selection purposes except for the positive action described below.

Email your application to info@platformlondon.org by 10.00am on Monday 24th January 2022. Please use the subject heading: 'Comms vacancy'.

Due to limited capacity we are unable to reply to applicants who have not been invited for an interview.

Equal opportunities / Decolonising our work

Platform strives to apply equal opportunities principles both in its recruitment and in its work. The successful candidate will be selected purely on the basis of how well they fit the person specification, as judged by their application materials and their interview performance.

We would particularly like to encourage applications from people of colour / Black and Minority Ethnic (BME) people and/or people who identify as working-class/ from low-income backgrounds or who have done so in the past. This is because these groups are currently underrepresented in Platform. Where two or more candidates are judged to be of equal merit, priority may be given to a candidate who belongs to a less well represented group.

Due to the ridiculous and racist border restrictions in the UK, Platform is unfortunately unable to arrange work permits for applicants without UK leave to remain.

Let us know if there's any reasonable adjustments you'd like us to make in the application and interview process in view of a disability or health issue. If a video format application would suit you better than a written application please contact emma@platformlondon.org for details of how to submit a video.

If you would like to discuss the role or the application process informally, contact us on emma@platformlondon.org (you can ask us to ring you back). If you're unsure about something in the person specs, please do get in touch.

Terms & conditions

Salary:

Your salary will be determined by Platform's ground-breaking Social Justice Waging System, based on a core rate £34,650 per annum, pro rata. Under this radical scheme, not only are all staff subject to the same salary levels (regardless of position in the organisation), the levels are adjusted according to need. For example, there are extra salary increases available to those with children or dependents. We believe this system constitutes a major step forward in providing equal opportunities.

The details of the System are reviewed regularly, with all staff encouraged to participate in the review. Details of the System (including principles, rationale and mechanisms) are available on request from, info@platformlondon.org.