

Communications and Marketing Officer

Role Specification

Shared Future is a social enterprise established in 2009. We are one of the UK's leaders in democratic innovation, and we are passionate about the work we do. We have been at the forefront of the development of new forms of democracy in the UK with a particular focus on participatory budgeting and citizens' juries.

Our main focus is on deliberative democracy projects that address the climate emergency. It's an issue we believe vitally important for us, for communities across the UK and for the planet. We believe that finding ways to enable everyone understand, influence and take action on the climate emergency is urgent and closely linked to individual wellbeing, social justice and a sustainable environment.

We are committed to creating a fairer and more sustainable world by helping people to explore, debate and influence issues of public policy, in ways that make a genuinely positive difference in local communities and in wider society. Shared Future is led by 3 operational directors, supported by a p/t project officer, our current p/t communications officer, 2 non-executive directors and a pool of committed and experienced associates.

About the role

- Hours of work: Approximately 2 days per week (flexible)
- Salary: £25,500 per annum pro rata (negotiable on experience)
- Duration: 6 months (with the expectation of an extension)
- Location: Flexible (but ideally in the North West of England).

We pride ourselves in our work on designing, leading and managing processes that help citizens to take a meaningful role in the design of policies and services. Over the past three years we have been at the forefront of the surge in interest in democratic processes that address the climate emergency, leading a series of Citizens Juries and Assemblies both face to face and online. We continue to experiment with their design in an attempt to realise the full potential of such processes.

Our current communications and marketing officer is shortly going to be moving on to focus on his own journalism work. We are seeking someone to take forward the role and make it their own. We want you to be:

- The voice of Shared Future, by shaping and managing our digital communications. To help us shout about what we do, and show us how to do it better
- Someone able to help us update, manage and create content on our website and social media channels, improving both our internal communications and our public profile
- Committed to tackling the climate emergency and promoting social justice.

People are at the heart of our work, as is a belief that often when you bring communities together amazing things can happen. The successful candidate must share this belief in people and feel excited about working closely with a wonderful diversity of citizens.

Key responsibilities

- Manage our Wordpress based website: For example, upload and publish blog posts, SF news, resources and project updates and keep Directors' and Associates' profiles up to date
- Work with clients on projects: Advise them on communications planning so that they effectively engage the public and internal stakeholders from the project's start to finish. Assist them with writing press releases and social media posts where required
- Run our social media (Facebook, LinkedIn and Twitter): Post content and project updates on a regular basis. Engage with clients, allied organisations and influencers. Respond to enquiries
- Implement and regularly review our communications strategy. This includes sending monthly e-bulletins and compiling a fortnightly internal newsletter
- Help proof or format written reports
- Proactively suggest ways for Shared Future to boost its public profile.

Person specification

Essential

- Self motivated, organised, proactive, and willing to learn and share skills within our small team of directors and associates

- Able to work virtually, either hot-desking or from home, within an organisation that operates without a central office base
- Based in the North West of England (ideally Manchester, Lancaster or Kendal)
- Available at least 8 days per month and able to work on a flexible basis
- Excellent written skills and familiarity with digital technology.

Desirable

- Capable with Wordpress and with a familiarity with MailChimp. Knowledge of publishing software like Canva or Adobe Creative Suite desirable
- A relevant qualification or evidence of at least two years' practical experience in digital communications, PR, marketing or related fields is desirable. We will consider an entry-level communications and marketing candidate with relevant experience within our sector
- A demonstrable commitment to democratic inclusion and increasing diversity in public engagement and a demonstrable commitment towards tackling the climate emergency
- A good working knowledge of the local and national media landscape
- Ability to start immediately.

What we can offer the right candidate

- The opportunity to make a real impact on the challenge of climate change and towards furthering democratic participation
- Participate in and learn about our citizen's inquiries, participatory democracy projects and other work
- CV development, mentoring and advice, especially if you are interested in a career within a co-operative or social enterprise
- Contacts, networking opportunities and job satisfaction
- Salary equivalent to £25,500 per annum pro rata, negotiable upon experience, with an opportunity to work freelance at an equivalent rate
- Initial six month contract with an expectation to extend and grow your work with us. We are ideally looking for someone who can start immediately.

We believe that people from certain backgrounds are under-represented in organisations such as our own. We particularly welcome applications from Black, Asian and minority ethnic people, people who identify as LGTBQIA, disabled people, and people who identify as working class now or in the past.

How to Apply

If you think you have these qualities and you would like to help us we would love to hear from you!

Please send a CV and no more than 2 sides of A4 answering this simple question..... ***“Why do you think you are suitable for the role?”***

Email it to: jayne.mcfadyen@sharedfuturecic.org.uk

Deadline for applications

You need to send us your initial response by Monday July 18th 2022.

We aim to interview shortlisted candidates on Friday 22nd or Monday 25th July 2022.

From those shortlisted we will conduct interviews over ZOOM, as well as asking to see examples of your work and suitable references.

Below are some links to our work and the topics that matter to us:

<https://sharedfuturecic.org.uk/annual-review-2021/>

<https://sharedfuturecic.org.uk/glasgow-youth-led-climate-crisis-legislative-theatre/>

<https://sharedfuturecic.org.uk/the-social-housing-tenants-climate-jury/>

<https://www.leedsclimate.org.uk/leeds-climate-change-citizens-jury>

<http://www.lancaster.gov.uk/sites/climate-emergency/lancaster-district-people-s-jury>

<https://sharedfuturecic.org.uk/youth-pb/>