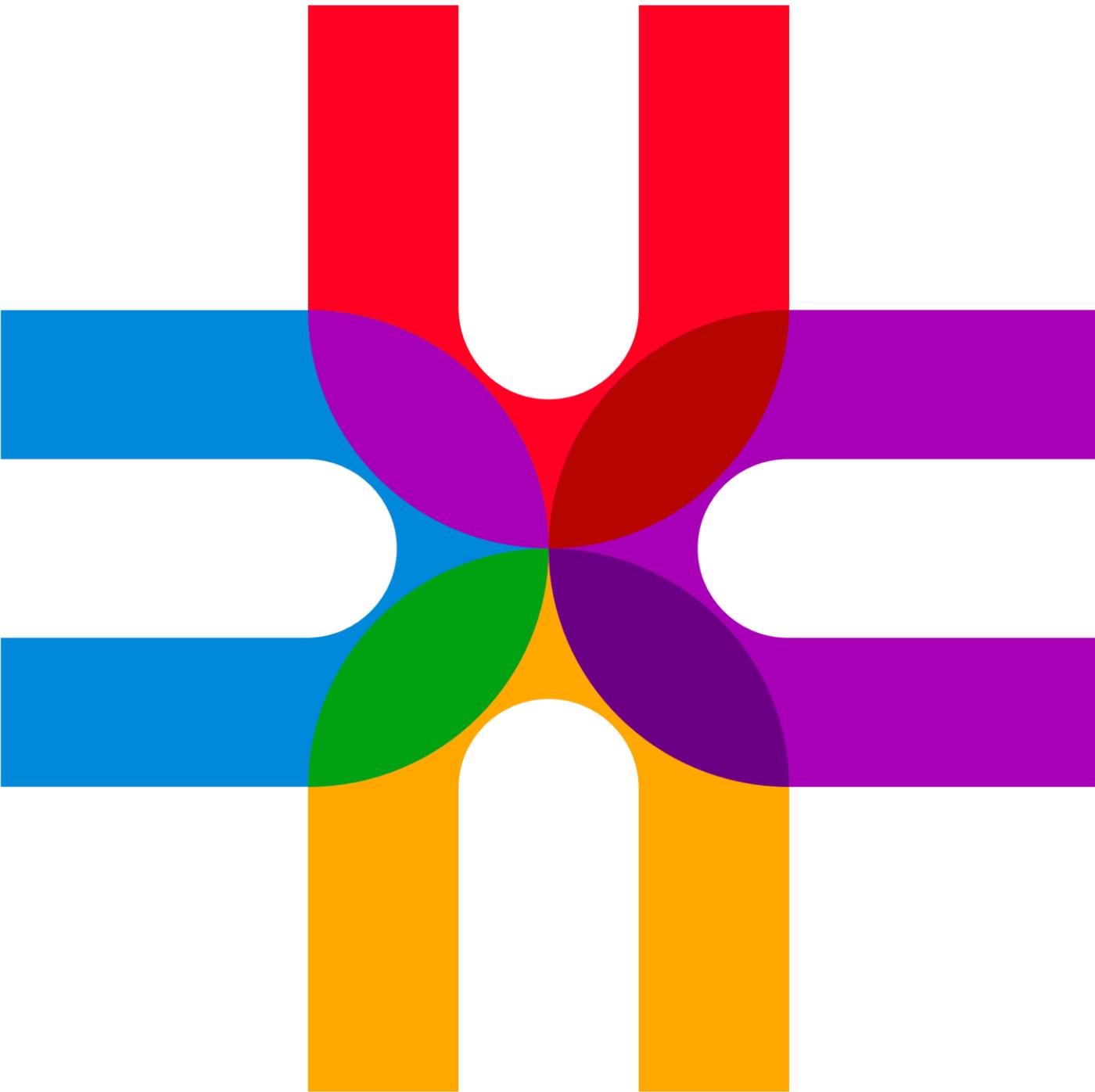


london plus



## Table of Contents

Recruitment Pack – Communications Officer .....	3
Background Information.....	4
Job Description – Communications Officer.....	5
Person Specification – Communications Officer.....	7
Application Process .....	8



## Recruitment Pack – Communications Officer

Thank you for your interest in this role.

London Plus is a young charity. It is a bold idea to champion London's civil society through insight, influence and connections, to help it address the capital's most pressing social challenges. We aim to be the go-to place to bring about positive change for Londoners and the diverse organisations and networks that make up civil society in this great city.

So far, we have successfully established the charity and built a position and reputation in the sector across London. We have played an important role in the response to COVID-19 and contributed to a growing appreciation during the pandemic of the value and importance of civil society. We have strong, trusted and productive links with London's voluntary and community sector, charitable funders, the GLA, London Councils and specialist groups. These have deepened in recent months.

We are now looking to build on this success and take London Plus's communications to a new level. This is a new role and will be the first time London Plus has had a position dedicated to communications. We are looking for an enthusiastic communications officer perhaps looking for their next step after an entry level role or internship to use the foundation we have already built and run our day-to-day communications.

This is your opportunity to help contribute to something special for London. You will be joining our small and agile team working on vital issues to help communities across the city. We welcome applications from all sectors; the important thing is that you understand and are passionate about helping civil society in London. If you are ambitious to achieve more and relish a challenge, and are collaborative as well as pragmatic in your approach, we would love to hear from you.



**Martin Brookes**

Chief Executive, London Plus



## Background Information

### London Plus

Our **Vision**: A city where all Londoners can thrive

Our **Mission**: Championing London's civil society through insight, influence and powerful connections

Our **Values** are London's values:

- We promote equality and champion diversity
- We actively collaborate
- We are always learning
- We act with integrity
- We are bold
- We look for the bigger picture

Our **Brand**:

- Keep it simple
- Be smart
- Think big

### London Plus roles

Our staff team currently consists of:

- Chief Executive – Martin Brookes
- Social Research and Data Lead – Lucy Smith
- London Plus Coordinator – Emily Coatham
- Social Prescribing Network Coordinator – Stephanie McKinley
- Intern – Aaron Loose
- Networks Manager – Recruiting
- Communications Officer - Recruiting

For more information see [londonplus.org](http://londonplus.org)



## Job Description – Communications Officer

<b>Responsible to:</b>	London Plus Coordinator
<b>Salary:</b>	£26,000
<b>Contract Duration:</b>	Permanent
<b>Hours:</b>	Full-time, 35 hours per week (compressed hours might be possible)
<b>Direct reports:</b>	None
<b>Location:</b>	Currently home-based during the coronavirus pandemic. When office-based: Kennington Park Business Centre, 1-3 Brixton Rd, London, SW9 6DE.
<b>Benefits:</b>	25 days holiday per annum, Flexible working, Pension – Employer contribution: 5%

### Main Purpose:

We are recruiting a communications officer with a keen interest in comms to support the London Plus team to build its profile and position with key audiences. London Plus is a small team and we are looking for a proactive, multitasking individual to manage the day-to-day communications work with support from the London Plus Coordinator.

### Principal Responsibilities and Accountabilities:

#### Communications and Marketing

- Write, edit and distribute updates and materials for external and internal audiences
- Coordinate, edit and upload content in various formats (e.g. blogs, news, case studies and infographics) across a range of channels including the website, newsletter and social media
- Support the development of London Plus's three networks (Directors of CVSs, Volunteer Centres and Social Prescribing specialists) through the delivery of communications content across our digital channels (website, social media and e-newsletter)
- Market and communicate London Plus and partners' events, such as webinars and conferences
- Support the team in keeping up to date with relevant sector news e.g. policy developments, funding opportunities or events
- Support the development and lead on the implementation of the communications plan and schedule
- Support the London Plus team with other creative and communications input as needed
- Report to the team about digital and other communication metrics e.g. Google or Twitter Analytics and use these to focus the organisation's efforts.

#### Brand

- Ensure consistent branding is used
- Help maintain and build reputation



- Act as a brand champion.

### **Digital**

- Support the team in planning and developing digital materials
- Manage and update content on the London Plus website
- Run the organisation's social media accounts, ensuring regular posts to share London Plus's work and engage with audiences
- Plan and produce newsletters, including coordinating, writing content and dissemination.

### **Press**

- Field inquiries from stakeholders including journalists, politicians and service users
- Support the team to create press releases and statements as needed.

### **General duties and responsibilities as an employee**

- To work as part of a team and contribute to the overall aims and objectives of the organisation
- To be an advocate for the organisation
- Attend staff meetings and training as required
- All staff are required to operate in accordance with the organisation's values, policies and procedures, including but not limited to, Health and Safety, and Data Protection.

The above list of duties and responsibilities is not exhaustive, and you may be required to undertake other responsibilities and training as requested and as appropriate to your role level.

### **Changes**

This is a description of the role as it is presently constituted. It is the practice of the organisation to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This would be conducted in consultation with you.



## Person Specification – Communications Officer

Requirements	Essential	Desirable
<b>Educational attainment</b>	<ul style="list-style-type: none"> <li>Proven experience in marketing and/or communications.</li> </ul>	<ul style="list-style-type: none"> <li>Professional qualification in marketing, media, communications or journalism</li> <li>Educated to a degree level in a relevant subject.</li> </ul>
<b>Knowledge required</b>	<ul style="list-style-type: none"> <li>Basic understanding of the work of the Voluntary, Community and Social Enterprise Sector (VCSE) organisations and their contribution to improving outcomes for communities.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of voluntary and community sector support organisations.</li> </ul>
<b>Experience required</b>	<ul style="list-style-type: none"> <li>Designing and disseminating high quality publicity materials</li> <li>Identifying interesting leads, stories or themes and using this to create news stories/blogs/case studies</li> <li>Experience of working across a number of communications channels but in particular digital (web and social media).</li> </ul>	<ul style="list-style-type: none"> <li>Experience using WordPress, Mailchimp, Hootsuite Canva or similar.</li> <li>Experience using Twitter and LinkedIn in a professional capacity.</li> </ul>
<b>Skills and aptitudes required</b>	<ul style="list-style-type: none"> <li>Excellent written/verbal communication skills, including creative copywriting and the ability to present information clearly</li> <li>Able to communicate confidently with a range of audiences</li> <li>Excellent interpersonal skills</li> <li>High level of IT literacy including the use of content management systems, marketing management systems and databases</li> <li>Able to work alone and with others under pressure to tight deadlines.</li> <li>Able to demonstrate initiative and creativity</li> <li>An understanding of how to measure the impact of communications.</li> </ul>	
<b>Personal qualities required</b>	<ul style="list-style-type: none"> <li>Good team player</li> <li>Personal resilience</li> <li>Displays a strong empathy with the values and vision of the organisation, including a commitment to celebrate diversity.</li> </ul>	



## Application Process

If you would like to apply for this position, please send the following:

- A full CV
- A 2 page supporting statement that tells us why you are interested in this post and how you meet the requirements of the person specification.

Applications should be submitted through the Webrecruit portal: <https://bit.ly/34zG9jn>. We are unable to accept applications directly. Your application may not be considered if it is not submitted through Webrecruit.

- If you would like an informal chat about this role, prior to applying, please contact our Chief Executive, Martin Brookes ([martin@londonplus.org](mailto:martin@londonplus.org)) and include your phone number and availability for a call, including early evenings. He will respond and arrange a time to speak.

### **Next Steps**

**Closing Date:** Midnight on Monday 11<sup>th</sup> January 2021

**Shortlisted candidates will be notified by:** Monday 18<sup>th</sup> January 2021

**Interviews:** From Thursday 21<sup>st</sup> January 2021

