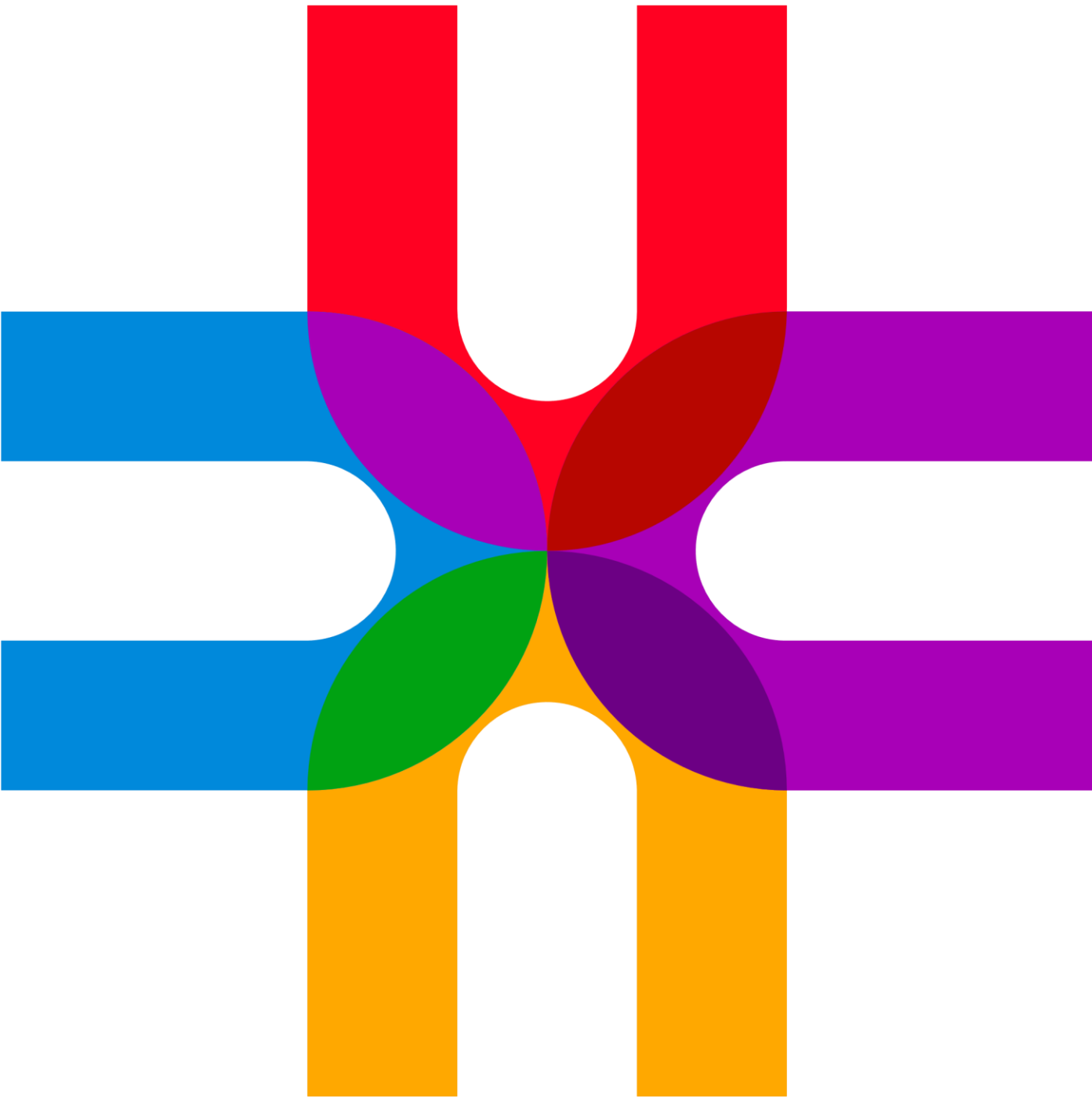


london plus



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## Recruitment Pack – Communications Officer

Thank you for your interest in this role.

London Plus supports and champions charities and community groups in London. It does this through networks, data, communications, as well as connections across the capital. We aim to be the “go-to” partner in connecting London’s charities, communities, policymakers, funders, and businesses; to help address London’s most pressing social challenges.

Set up in its current form in 2019, London Plus demonstrated its purpose and value, during the pandemic. We are a trusted partner of many organisations in the capital; from local charities and community groups through to the Greater London Authority (GLA), London Councils, and our core funder, City Bridge Trust. Having these connections, strong networks, and an experienced and focused team, is important to our success.

The position of Communications Officer is integral to building and developing our connections and partnerships outlined above. It provides an opportunity for the right candidate to support London’s charities and community groups through our work. 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 are passionate about bringing positive change for all Londoners. 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 helps charities and community groups in London to do more and do better. Through this, we aim to help tackle disadvantage and inequality in the capital.

Part of our work is improving the information available to charities and community groups, helping them be effective and achieve more. We do this by connecting them to each other; supporting them to tell others about their work; and sharing information about funding and policies. We also connect them to policymakers and funders, including by presenting their views and information about their work. This helps improve understanding about the voluntary and community sector and can influence policy to better meet its needs.

Our agenda is important, and it is ambitious, to raise the profile of the voluntary and community sector and help it achieve even more. London's entrenched inequalities and high levels of disadvantage and deprivation must be tackled in part through strengthening communities and community voice. The pandemic has reminded many of the power of community and the pivotal role of formal charities and informal community groups in this.

To succeed we must be a visible, trusted, and influential voice within and for the voluntary and community sector. We must also be a reliable and effective partner for regional and local government, as well as London's community of funders. We sit in a complex web of charities, community groups, policymakers and funders spanning the whole of London. Our work requires us to make sense of this to maximise the chances for charities and community groups to succeed and flourish.

### **There are four key building blocks to our work**

**Networks** is the first building block. Networks make it easier for us to gather information from, provide support to, and connect charities and community groups across London. Some of our networks are for specific organisations, such as for [local charity infrastructure](#) groups in each London borough. Others address a particular topic – such as [social prescribing](#), the response to the Afghan refugee crisis in 2021, or the current [arrival of Ukrainian refugees in London](#).

**Communications**, the second building block, are needed to support charities and community groups. The voluntary and community sector in London is large and disparate. Good information and communications need to flow to the sector. We are investing increasing time, energy, and resources into reaching the sector. This includes using social media, [newsletters](#), [our website](#), as well as our networks and other channels. The importance and power of communications was demonstrated recently during the first phase of the Ukraine crisis when we rapidly assembled a document outlining how people could help, and this became the most used [resource on our website](#).

**Connections** is the third building block, which we use to support the sector across London. We have good links with policy makers in the GLA and London Councils, as well as funders. We have added further to these as we contribute to the agenda for London's recovery from the pandemic. Our networks give credibility to our voice and influence when we talk to policy makers and funders across London. Strong connections and credibility help us build understanding, partnerships, and develop solutions.

**Data** is the final building block of our work. Our networks help provide us with both hard as well as soft 'data'. There is less analysis and scrutiny of, and limited data about, the voluntary and community sector. We help plug this gap by gathering data from our networks and beyond. With this, we can better understand and serve the needs of the sector.



## **Emergency responses**

London Plus played an integral role during Covid, highlighting and coordinating the impressive efforts of London's charities and community groups. As part of our response, we were co-opted into official structures hosted by the London Strategic Coordination Group, allowing us to channel important information to statutory bodies, policy makers and funders as well as across the sector.

One structure which we supported was the London Recovery Board, created to oversee nine "missions" developed to aid London's recovery. London Plus helped to define these missions, advocating for charities and community groups, to increase the recognition and understanding of their value to Londoners. This helped lead to the creation of a mission on "[Building Strong Communities](#)", on which we continue to work.

In the wake of our Covid response, we are well-placed within London's emergency structures, and work closely with the [Voluntary and Community Sector Emergencies Partnership](#) (VCSEP). Members of VCSEP played a key role shaping London's response to the Afghan evacuation in the summer of 2021 and, more recently, the arrival of Ukrainians. We have been integral to this, working with our network members, VCSEP partners and wider charity and community groups to share information and create a coordinated and effective response.

Our work on emergencies highlights the importance of open and accessible communications in fast-paced situations across London. The core principles we follow to ensure an effective response are that information channels must be open and easily accessible to the whole sector. To achieve this, we use a variety of tools such as zoom meetings, WhatsApp groups, Slack and email, and welcome the breadth of civil society to join and contribute. We will continue to develop this area of our work.

## **Our team and our working culture**

We are a small but dynamic [team of eight staff](#). This allows us to be agile, flexible, and responsive. We can adapt quickly to the needs of the voluntary and community sector in London, or in response to requests for information and insights from policy makers. We will stay relatively small in the future – we need strong connections and networks to be effective, not a large team.

Clear communication is an important part of our approach as we must reach a range of audiences effectively. We work hard to try to get our language and comms right and aim for a culture of continuous improvement and honest reflection in this, as in all areas of our work.

The grant funding, we have received to date has enabled the agile and flexible way of working outlined above. This has been crucial as it allows us to respond promptly and adapt to events and emerging needs. Grants to pay for London Plus's work come mainly from [City Bridge Trust](#), our core funder, as well as the [GLA](#), and the [National Academy for Social Prescribing](#). An important part of our new strategy and work will be to diversify our funding but ensure we can maintain this flexibility.

The team has been working remotely since the start of the pandemic. We plan to continue this but are looking to take on some new office space later in 2022.



## Job Description – Communications Officer

<b>Responsible to:</b>	London Plus Coordinator
<b>Salary:</b>	£27,040
<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>	Flexible working arrangement. Currently home-based. Option to work from an office of your choice in the interim. Aim to find a new office later in the year to work from part of the week.
<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 deliver and contribute to the strategic planning for London Plus's communications.

### Principal Responsibilities and Accountabilities:

#### Communications and Marketing

- Coordinate, edit and upload content on the London Plus website such as blogs, news updates and case studies
- Run London Plus's social media accounts, ensuring regular posts to share our work and engage with audiences
- Plan and produce newsletters, including coordinating, writing content and dissemination
- Support the development of London Plus's three networks (CVS directors, Volunteer Centres and Social Prescribing) through the delivery of communications content across our digital channels
- Support and lead on materials and documents in response to emergency work to support charities and community groups in London
- Develop visual assets, including, but not limited to; diagrams, presentations and charts, in-line with our branding
- Event support, including technical support, managing attendee lists, minute-taking and marketing.
- Support external partners and key stakeholders on collaborative campaigns and projects
- Support the development and lead on the implementation of the communications plan and schedule
- Update the team through internal briefings and meetings reporting social media analytics, upcoming events, campaigns and sector news that is relevant to the team
- Support the team to create press releases and statements as needed and field enquiries from stakeholders including journalists and service users



## **Brand**

- Ensure consistent branding is used in-line with London Plus guidelines
- Help maintain and build our reputation further through marketing
- Champion and represent the brand when liaising with external stakeholders, including presentations and projects

## **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
- Cover/fill-in for team members where needed for external events and training
- 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 charity and community groups and their contribution to improving outcomes for communities</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the issues that London faces, particularly since the pandemic. e.g. Structural inequalities</li> <li>• Awareness of the different communities across London and/or the needs of London-based charities and community groups</li> <li>• Knowledge of search engine optimisation (SEO)</li> </ul>
<b>Experience required</b>	<ul style="list-style-type: none"> <li>• Experience of working across a number of communications channels but in particular digital (websites and social media)</li> <li>• Experience using Twitter, Facebook and LinkedIn in a professional capacity.</li> <li>• Experience of editing and proof reading copy e.g. blog posts</li> </ul>	<ul style="list-style-type: none"> <li>• Experience using WordPress, Mailchimp, Hootsuite or similar</li> <li>• Experience developing and creating visual assets using platforms such as Canva</li> <li>• Experience of reporting/identifying key social media analytics, e.g. Twitter, Facebook, Google</li> <li>• Experience working on campaigns and communications projects with external stakeholders</li> <li>• Identifying interesting leads, stories or themes and using this to create news stories/blogs/case studies</li> <li>• Experience in supporting virtual meetings and events e.g. Teams and Zoom</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 such as Microsoft Office packages and zoom</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 this form:  
<https://www.surveymonkey.co.uk/r/36W2YPX>

We are unable to accept applications via any other route.

- If you would like an informal chat about this role, prior to applying, please contact our Coordinator, Emily Coatham ([emily@londonplus.org](mailto:emily@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:** Sunday 4<sup>th</sup> September 2022

**Shortlisted candidates will be notified by:** Friday 9<sup>th</sup> September 2022

**Interviews:** TBC

*Please note, previous applicants need not apply.*

