

## Policy and Communications Manager Recruitment Pack

Hello,

Thank you for your interest in joining [London Plus](#).

We are a unique organisation that supports and champions London's charities and community groups to contribute to a united, thriving and resilient London.

Whilst London can be a fantastic city to live and work in, we also know that Londoners face significant challenges. This includes deep rooted inequalities in wealth, health and access to opportunities alongside the ongoing cost-of-living crisis including particular pressures on housing and high levels of unemployment.

Set up in its current form in 2019, London Plus has successfully established itself as a key part of London's voluntary and community sector infrastructure - connecting London's charities, communities, policymakers and funders. Through our work we ensure that charities are supported and recognised and are able to meet the opportunities and challenges of the future.

It is an exciting time to join the organisation: London Plus is a trusted partner of organisations across all London's 32 boroughs, as well as working closely with key pan London organisations including the Greater London Authority and London Councils.

We have a number of exciting programmes of work underway including:

- The [London Communities Emergencies Partnership](#) (LCEP), which coordinates the emergency response of the voluntary and community sector across London
- Volunteering for Health, a partnership project which aims to tackle equity of access and take-up of health-related volunteering opportunities among communities facing barriers to healthcare
- Convening and hosting a number of London wide networks including Councils for Voluntary Services and Volunteer Centres
- Supporting the development of the [London Vision for Volunteering](#), in association with the London Volunteering Strategy Group

This is a new role and whilst you may have more experience in one aspect of the job, you will have an interest in both policy and communications and enjoy the varied workload as well the opportunity to help share the stories of London's charities and communities. We are excited for the year ahead, planning to grow our strategic impact and effectiveness on behalf of the sector and are looking for an ambitious and creative Policy and Communications Manager to help us deliver on this agenda for London.

## Equity, Diversity and Inclusion Statement

We are proud of our diverse city; however, we recognise that despite its diversity, prejudice and discrimination exists in a myriad of different forms, systems, processes and social norms that lead to and perpetuate significant inequality in our society, and significant disadvantage for certain groups.

We want a more equal and equitable London, and we recognise that this work starts with us.

At London Plus we are committed to building our understanding of privilege and prejudice, so we can better recognise and play our part in dismantling the deep-rooted systemic and structural inequalities that exist in our city.

We will ensure that our commitment to promote equity, diversity and inclusion is a meaningful commitment that everyone in the organisation understands and takes responsibility for. We see this work as fundamental to the values of London Plus and how our team works

The organisation has set five ambitious overarching goals for the way we work:

1. **Commitment:** Commitment to Equity Diversity and Inclusion will be threaded through all levels of the organisation and will have clear and visible leadership in the organisation
2. **Culture:** Everyone at London Plus will understand that this commitment to Equity, Diversity and Inclusion is fundamental to our values, our work and our relationships with colleagues, partners and stakeholders. We will foster a culture where our people feel valued, able and encouraged to contribute. We will encourage and listen to feedback and learn. We will review and strengthen policies and procedures as needed
3. **Career:** We will scrutinise and review our practices in order to recruit and develop a diverse workforce, with perspectives, experience, and expertise that reflects the city, communities, and sector we serve
4. **Collaboration:** We will promote Equity, Diversity and Inclusion in our partnerships, engagement, and interactions with all of our partners and stakeholders. We will work co-operatively with and learn from equalities organisations, 'by & for' organisations and people with lived experience in order to ensure we conduct our work in a way that challenges inequality and promotes equity
5. **Communications:** Our internal and external messaging will reflect our commitment to Equity, Diversity and Inclusion. We will be open and transparent about our learning and development, especially where it may support other organisations to consider their own development in this area. Employees, Trustees, partners and stakeholders will understand that this commitment is fundamental to our values and all that we do

## Background Information

We are a small but dynamic [team of six](#). The organisation has a collaborative and supportive environment, and we are agile, flexible and responsive.

### 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](#), or [emergency resilience and response](#).

**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, reaching a range of audiences effectively. We work hard to try to get our language and communications right and aim for a culture of continuous improvement and honest reflection in this, as in all areas of our work. 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.

**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. 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 than other parts of the economy and society. We help plug this gap by [gathering data](#) from our networks and beyond. With this, we can better understand and serve charities and community groups in London and evidence the difference we and others in the sector make.

This year we are focusing on the following ambitions in all we do:

1. Supporting charities and community groups in London to be resilient in the face of an uncertain operating climate and local, regional, national and global challenges
2. Championing the role of the charities and community groups and infrastructure organisations' in contributing to a fairer, inclusive, happier and healthier London and help evidence this impact
3. Improving the system within which London's VCS operates so that we can improve the lives of Londoners
4. Strengthening London Plus's ability to connect, support and advocate for the VCSE in London by developing a more sustainable organisation and a thriving team

## Job description

Responsible to:	Chief Executive
Salary:	£42,520
Contract Duration:	Initial One Year contract with the possibility of extension
Hours:	35 hours per week
Location:	Currently home-based.
Benefits:	25 days holiday per annum. Flexible working. Employer Pensions contribution of 5%. Additional day off for Birthday Leave. We are currently piloting a 4-day week with 32 hours per week.

## Main Purpose

We are recruiting a Policy and Communications Manager to support the work of London Plus in helping the voluntary and community sector across London. They will build on the solid foundations in place within the organisation to help us tell the story of London's charity sector, effect positive change and connect with stakeholders to build our influence

We are looking for a self-starter, happy to work across both elements of the role and passionate about the work of charities and community groups. The postholder will have excellent written and verbal communication skills and experience or understanding of the voluntary sector contribution in at least one of our key policy areas of:

- Voluntary sector infrastructure
- Volunteering
- Health inequalities
- Supporting people into employment
- Community resilience and Social Cohesion

To thrive in this role, you will be happy being both hands on with the day-to-day responsibilities such as updating our social media channels or website, alongside supporting our longer-term ambitions for system changes. As a small, flexible and agile team, we are looking for someone who enjoys working in a fast-paced environment, enjoys juggling a varied workload and is comfortable with change.

You will know and love London, and be passionate about making a difference to the lives of Londoners.

## Principal Responsibilities and Accountabilities

- Deliver London Plus's Communications Strategy and manage the annual calendar, ensuring alignment with organisational activity and external events
- Use our communications channels to gather and share information on trends and developments in the voluntary and community sector across London
- Work with stakeholders and partners in regional and local government, and funders, to influence policies that affect the voluntary and community sector in London
- Possess excellent copywriting skills with a flair for creativity and differentiating content for a wide range of channels, to bring to life the challenges faced by Londoners and the charity sector alongside the changes needed
- Identify and secure press and PR opportunities in relevant sector, local, regional or national press including handling media enquiries, writing press releases and working with journalists
- Work with the CEO to develop policy on emerging issues in London and be confident and able to represent the organisation at meetings and networks, including with senior decision makers
- Manage the delivery of high-quality communications and marketing materials including external-facing reports, imagery, videography, press releases, slide decks and merchandise
- Ensure that all communications materials adhere to robust ethical communications principles and meet GDPR requirements
- Manage the organisation's digital presence including website maintenance, social media planning, email newsletters, press releases, and marketing collateral
- Liaise with colleagues and external stakeholders to gather plans, stories, testimonials, and impact data for use in marketing materials and communications
- Act as the internal and external guardian of our Brand, with the ability to work in partnership with external branding requirements
- Monitor our reach and impact measurements and identify and deliver improvements to support growth

## 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, including in-person meetings in central London
- 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
- Commitment to our Equity, Diversity and Inclusion ambitions

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.

### Change

London Plus is a small and agile organisation and the postholder should expect and welcome a varied workload and change in their remit as the organisation evolves.

## Person Specification

Requirements	Essential	Desirable
<b>Knowledge required</b>	<ul style="list-style-type: none"> <li>Understanding of the work of the voluntary and community sector</li> <li>Expertise in creating and delivering communications strategies</li> </ul>	<ul style="list-style-type: none"> <li>Good working knowledge of London – its geography, local and regional government, and communities as well as the voluntary and community sector</li> <li>Good working knowledge of London and national decision-making structures</li> <li>Good working knowledge of communication tools, specifically Wordpress, Mailchimp, Meta, Google Analytics and advertising channels</li> <li>Good working knowledge of Canva and experience of designing branded materials in-house</li> </ul>
<b>Experience required</b>	<ul style="list-style-type: none"> <li>Proven experience in external relations, communications or policy (or similar) in a small to medium-sized organisation</li> <li>Experience in delivering communications strategies, including task management such as time-sensitive newsletters and social</li> </ul>	<ul style="list-style-type: none"> <li>Prior experience of working with charities and community groups</li> </ul>

	<p>media</p> <ul style="list-style-type: none"> <li>• Experience of working with multiple stakeholders and managing relationships</li> <li>• Demonstrable track record in a comparable environment</li> <li>• Ability to analyse complex information and formulate recommendations</li> <li>• Experience of proactive and reactive media relations and sound political awareness</li> </ul>	
<b>Skills and aptitudes required</b>	<ul style="list-style-type: none"> <li>• Excellent written / verbal communication skills</li> <li>• Effective networking and influencing skills</li> <li>• An ability to deliver presentations to a range of audiences</li> <li>• High level of IT literacy such as Microsoft Office packages</li> <li>• Able to demonstrate initiative and creativity within limited budgets</li> <li>• Excellent organisational and planning skills with the ability to prioritise workloads, maintain systems, manage competing demands, and work calmly and confidently under pressure</li> <li>• Commitment to EDI and amplifying the insights and the experiences of underrepresented groups</li> <li>• Excellent attention to detail, specifically with regards to protecting brand integrity</li> </ul>	
<b>Personal qualities required</b>	<ul style="list-style-type: none"> <li>• Good team player with a collaborative style</li> <li>• Personal resilience</li> <li>• A strong empathy with the values and vision of the organisation</li> <li>• Able to work in a fast-paced environment</li> <li>• Comfortable with a varied workload and responds well to change</li> </ul>	

## Apply today

If you would like to apply for this role, please include the following:

- **A full CV** (no more than 3 pages)
- **A Supporting Statement** that tells us why are interested in this role, why you would like to work with London Plus and how you meet the requirements outlined in the Person Specification (maximum 2 pages)

You can apply for this role at <https://www.charityjob.co.uk/jobs/london-plus/policy-and-communications-manager/1019809?tsId=36> on the Charity Jobs website.

Deadline for applications: 31<sup>st</sup> May 2025  
Date of interviews: 10<sup>th</sup> June 2025

