

# Job Title: Director of Communications, Membership & Campaigns

# Accountable To: Executive Director / Deputy Director

Salary: **£60k pa** (full-time including London Weighting)

Hours: **Flexible**, between 4 days a week and full-time (37.5 hpw)

Based: **London**

**Citizens UK**

Citizens UK is a people power alliance of diverse local communities working together for the common good.

Our mission is to develop leaders, strengthen civic organisations and make change. Our 500 member communities are deeply rooted in their local areas and connect every day to the lives of hundreds of thousands of people. Through the method of community organising we enable people experiencing powerlessness to develop their leadership and come together with the power and strategy to make change.

This leads to hundreds of neighbourhood improvements - from zebra crossings outside primary schools to renovated public toilets in cemeteries. And it leads to some of the biggest campaign impacts in the UK, such as winning over £1.3 billion of wages through the UK Living Wage campaign, securing a legal cap on the cost of credit to control exploitative lending, and ending the detention of children for immigration purposes. We enable local campaigns to grow into large-scale social change projects such as the Living Wage Foundation, Parents and Communities Together, and Sponsor Refugees, that form an integral part of our theory of change. The most prominent of these is the rapidly growing Living Wage Foundation with a network of over 7,000 accredited Living Wage Employers across the UK.

**The person and role**

We are looking for a values-driven communications leader and expert with a track record of developing and delivering communications strategies that make an impact. The right person will be highly motivated by joining the distinctive ethos at Citizens UK, where local leaders and people experiencing injustice are in the lead. Uniquely in the UK, we combine grassroots community organising with major social impact, and our communications strategy must align with the democratic practices of our civil society membership, and serve to amplify and strengthen the voice and power of local leaders and communities.

You could already be leading a communications function, or looking to make the step up into a leadership role. You will lead a team of 4 staff with oversight of additional communications staff in other teams. The communications team is closely integrated with our learning team since our power for change comes from the engagement and training of leaders from the dues-paying membership of local communities.

**Top priorities**

1. Identity. To develop and embed a refreshed and compelling identity of the organisation that reflects its growing breadth and diversity, that encompasses the local community alliances with the national campaigns and projects, and that keeps the voice of local leaders and those with lived experience of injustice at its heart.
2. Building capacity in the membership. To drive a step change in the engagement and learning of community membership through online learning, videos, case studies and sector press coverage, and through high quality communication of campaign opportunities and impact.
3. Impact. To enhance the impact of our major campaigns and social change projects through securing national and regional broadcast and print coverage, integrating digital mobilisation and social media into campaign strategy.

**Main responsibilities**

**Leadership and strategy**

* Contribute to the development and delivery of strategy and priorities as a member of both the Strategy and the Senior Leadership Teams
* Lead the design and delivery of a communications strategy for internal and external audiences that delivers on mission and priorities
* Generate high performance and alignment amongst the communications staff including direct reports and in other teams

**Identity and message**

* Lead the collective definition of a refreshed and compelling organisation identity and narrative
* Embed this identity and related messages and voices into communication with all partners including through press, website, internal communications
* Ensure that local leaders and people experiencing injustice are at the heart of communications in a way is respectful, developmental and puts people in the lead

**Membership engagement and learning**

* Collaborate with senior team on design and delivery of a high-quality communication strategy to engage the community membership
* Bring communications and digital skills to the provision of engaging online training and peer to peer learning
* Build the communications capacity of the wider staff team through training and support to enable them to better engage members and partners

**Impact**

* Lead on securing the highest profile campaign and media opportunities for maximum impact
* Provide expert communications input into the strategy of our major social justice campaigns and social change projects
* Enable through the team the delivery of high-quality communications support for campaigns including press, social media, creative content and digital mobilisation

# Person Specification

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| **REQUIREMENTS** |  | **ESSENTIAL** | **DESIRABLE** |
| **EXPERIENCE** | Experience of communications areas including press & media, internal engagement, campaign and influencing, digital, public affairs, brand and reputation management | **✓** |  |
| At least 5 years in a senior communications position developing and delivering communications strategy with impact and demonstrable results | **✓** |  |
| Experience of working in a fast-paced environment, juggling competing demands | **✓** |  |
| Experience in leading a communications function or team  | **✓** |  |
| **KEY SKILLS AND KNOWLEDGE** | Skills and knowledge in a range of communications areas including press & media, internal engagement, campaign and influencing, digital, public affairs, brand and reputation management | **✓** |  |
| Excellent communication and interpersonal skills | **✓** |  |
| Knowledge of community organising and the skill to integrate communications strategy with this social change approach | **✓** |  |
| Excellent time and project management skills  | **✓** |  |
| Knowledge of digital platforms and how they relate to engagement and campaigns | **✓** |  |
| **VALUES & PERSONAL ATTRIBUTES** | A strong desire for people powered change and social justice, and a commitment to the voice and leadership of people with lived experience  | **✓** |  |
| Appetite for both strategic leadership and some hands-on delivery | **✓** |  |
| Respect for a wide diversity of people, their backgrounds and traditions and an appetite to learn and bring people together across difference  | **✓** |  |
| A strong team leader, adaptable and flexible in approach | **✓** |  |
| Self-motivated and accountable | **✓** |  |
| **QUALIFICATIONS** | Undergraduate degree |  | **✓** |
| CIPR and/or Business Management Qualification |  | **✓** |

Citizens UK is a values-led organisation. Our VALUES are posted on our website, summarised below:

* Relational – we put trusting relationships at the heart of what we do
* Integrity – we act with integrity towards each other, the organisation and ourselves
* Kindness – we are kind to each other and ourselves
* Solidarity – we support each other and stand together in all we do
* Courage – we are bold, radical and take risks
* Inclusion – we ensure that everyone has the opportunity to participate fully

# Working at Citizens UK

Wellbeing and employee engagement are priorities at Citizens UK.

Whilst our standard working week is 37.5 hours Citizens UK has a very flexible approach to work to encourage a diverse team. This role is available on 30 to 37.5 hours per week. Time off in lieu (TOIL) is available as this role will be liaising with our Chapter Leaders outside the normal 9 to 5:30 office hours.

We have a wide range of employment benefits e.g. our holiday entitlement is 25 days plus Public Holidays. Citizens UK normally closes for 2 weeks at Christmas, this time off is given in addition to the 25 days holiday. Citizens UK has a contributory Defined Contribution pension scheme with The Pension Trust. The employer contributes 10% of salary, the employee contributes 5%. We have an Employee Assistance Programme, Cycle to Work, enhanced family leave, sabbaticals plus other benefits.

Citizens UK is committed to developing our staff, appropriate to their professional needs. We are part of an international network of Organisations that have the same vision and use the same methods and curriculum to Community Organising.