

# Communications Manager, London Campaign

## Job Description and Person Specification

### Purpose of the role

The Green Party is going places, a rising movement responding to the great political challenges of our age. Nowhere is this more so than London, where our candidate for London Mayor in 2021 is Green Party co-leader Siân Berry.

As Communications Manager for the Green Party's campaign for the 2021 London Mayor and Assembly elections, you'd be at the heart of this political change, helping shape, direct and execute the campaign's press and communications strategies day to day.

The Communications Manager will promote a positive image of the Party, the candidate for Mayor and other Assembly candidates in line with these strategies.

The successful candidate will thrive in fast-paced environments, be flexible, quick-thinking, decisive, and have good political antennae. You will write like a dream, manage competing priorities calmly, have excellent interpersonal, organisational and communications skills, all while being intrinsically motivated by environmental and social justice.

<b>Salary:</b>	£34,749 to £36,876 p.a. (points 25 – 28 on the GPEW pay scale)
<b>Hours:</b>	Full time – 35 hours per week
<b>Contract:</b>	Fixed term contract until 14 May 2021.
<b>Location:</b>	Primarily working from home, although there may be opportunity to work from the Green Party National Office, or other office within the M25. Some travel to London locations will be required.
<b>Line manager:</b>	London Campaign Manager
<b>Line management responsibilities:</b>	Not applicable
<b>Key relationships:</b>	London Campaign Manager, London Field Organiser, Green Party candidates for London Mayor and Assembly, London Green Party volunteers, Green Party communications and office staff.

### Application process:

Applications to be submitted by 10:00am on Wednesday 21 October 2020, and interviews to be held on Monday 26 October 2020 remotely via Zoom. Please email your completed application form (found on [www.greenparty.org.uk/jobs](http://www.greenparty.org.uk/jobs)) to [recruitment@greenparty.org.uk](mailto:recruitment@greenparty.org.uk)

## Principal Roles and Responsibilities

### Media Communications

1. Achieving positive media coverage for the Green Party in a wide range of outlets and sources, in line with our strategies and goals.
2. Taking the lead on the development and implementation of communications strategies.
3. Working with the other members of the team to ensure consistent communication, messages and branding across different methods of communication, by taking a leading role in developing brand, messaging and style guides.
4. Managing and developing relationships with key broadcast, on-line and print outlets, to shape their coverage of the election and build up a winning Green narrative.
5. Writing briefings for Party figures in preparation for media interviews, verbally briefing them ahead of media appearances and accompanying candidates to media and speaking engagements when needed.
6. Preparing policy launches and media lines ahead of major campaign events, as well as responses to daily news via comment, press releases and pitches.
7. Maintaining and updating press contact lists for the Press Office database.
8. Preparing and pitching comment pieces and blogs from London Mayor and Assembly candidates.
9. Contribute to speeches and other campaign materials like election broadcasts, manifestos and policy launches.
10. Drafting and issuing high quality press releases to tight deadlines.
11. Acting as out-of-hours press office telephone contact. Some evening and weekend work may be required depending on the campaign schedule.
12. Leading on the production of video content for digital channels.
13. Leading London Green Party's social media presence, supported by volunteers, ensuring digital comms are coordinated with press activities.

## Person Specification

In your written application please give evidence or examples that you meet all of the criteria below marked both 'Application' and 'Essential'.

Where you meet criteria marked 'Application' and 'Desirable', please provide supporting evidence or examples in your written application, as applicable.

If you are shortlisted for interview, all criteria marked 'Interview' will be assessed.

Attribute		Essential/ Desirable	Assessment
<b>Experience</b>	Experience as a press officer or journalist, or press experience working for a political party or political organisation, with a track record of sustained success gaining coverage in a range of national and/or large regional media outlets	Essential	Application & Interview
	Strong written and verbal communication skills	Essential	Application & Interview
	Established relationships and contacts with London political journalists	Desirable	Application & Interview
	Experience producing content for significant social media accounts	Essential	Application & Interview
	Experience working on a major election campaign	Desirable	Application & Interview
	Experience of coordinating volunteers	Desirable	Interview
<b>Skills/abilities</b>	Excellent interpersonal skills	Essential	Application & Interview
	Ability to quickly understand and explain issues verbally	Essential	Application & Interview
	Ability to prioritise work and manage workload effectively	Essential	Application & Interview
	Excellent writing and editing skills	Essential	Application & Interview
	Excellent social media literacy	Essential	Application & Interview
	Understanding of video production	Desirable	Application & Interview
	Ability to write content for and edit web pages	Desirable	Interview



<b>Knowledge</b>	Understanding of British politics and elections and an interest in current affairs	Essential	Application & Interview
	Understanding of London politics and issues affecting the city	Desirable	Application & Interview
<b>Personal attitudes</b>	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential	Application & Interview
	Motivated to see improvement in the Green Party's election performance	Essential	Interview
	Dedicated to accuracy and delivery of tasks in a timely manner	Essential	Application & Interview
<b>Personal circumstances</b>	Eligible to work in the UK	Essential	Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential	Application & Interview
	Not a member of another UK political party	Essential	Application
<b>Equality</b>	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential	Application & Interview

## General points applicable to all Green Party of England and Wales jobs:

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. 4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show

initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.

6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR & Office Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEX Co-ordinator.

This job description may be periodically reviewed in consultation with the post holder.