

Communications Officer, Brighton & Hove

Job Description and Person Specification

Brighton and Hove Green Party is looking for a Communications Officer who can help the local party celebrate achievements and show off why the Green Party is the only real alternative to the current system, through a growing social media and digital presence, print publications and by working with the traditional media.

In doing so, this role aims to expand our membership and increase income, which will help us to win local and national elections in the years to come. You will have demonstrable experience of creating engaging social media and other digital content, brand marketing, as well as publications or print/broadcast experience.

We have a very dedicated and passionate team who have high ambitions for what we can achieve, we are looking for someone who can match those important characteristics.

This role is important to taking the Brighton and Hove Green Party to the next level and stage of its journey.

Purpose of the role

Working in accordance with the aims and objectives of Brighton and Hove Green Party, the key functions of the role are to:

- Manage the Party's website, ensuring it is well presented and up to date
- Maintain and improve the Party's social media presence and to support our Councillors' social media channels
- Lead on the process of producing regular print publications, including writing copy and designing layout
- Manage proactive and reactive press and broadcast media.

Salary:	£24, 068 - £24,549 per annum, pro rata (GPEW pay scale points 6-7)
Hours:	0.5 FTE / 2.5 days/ 17.5 hours per week
Job type:	Fixed-term (1 year with possibility of extension subject to fundraising)
Location:	Party office, Brighton (with some home working possible)
Line manager:	Reporting to BHGP Party Manager

Application process:

Applications to be submitted by 11:59pm on 10th May 2021 via the Party's Applied recruitment system <https://app.beapplied.com/apply/hy6zxwrs6b>

Interviews to be held on 18th May 2021.

Please note that the Applied recruitment system is configured to ask a series of questions that will support shortlisting for this role. Each question is based on one or more of the attributes listed in the person specification below and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

Principal Roles and Responsibilities

- Manage the Party's website, including ensuring that it is maintained with up-to-date content from the MP and the Green Group of Councillors, and developing new content to recruit new supporters to join our email list.
- Maintain the Party's (and support with the Green Group of Councillors') social media channels (currently FB, Twitter, Instagram) with relevant, engaging content and responsive dialogue with stakeholders and voters.
- Manage the process of producing regular print publications to the city's voters, including writing copy and designing layout.
- Assist with preparing and distributing regular updates on the Party's successes to key local and national stakeholders, including Party members and supporters, Green Party councillors and staff outside B&H, and local community and advocacy groups.
- Working with the Party's Campaigns Assistant, devise and deliver campaigning communication tactics such as rallies, stunts, petitions, lobbying, letter-writing, etc - to generate favourable traditional and social media coverage for our work.
- Manage proactive and reactive (defensive) press and broadcast media work on behalf of the Party and support the Green Group of Councillors in delivering party political media (NB: the Green Group of Councillors, supported by their Political Assistant, handle much of their traditional media work directly, and - when in administration - Brighton and Hove City Council's press team also support on official, non-partisan communications).
- Liaise with the External Communications leads of the MP and the Green Group of Councillors as necessary in support of these tasks.
- Assist the Party's Executive Committee in the development of the Party's digital communications strategy.
- Manage volunteer(s) to support the delivery of the above tasks.



Person Specification

Attribute		Essential/Desirable	Assessment
Experience	Demonstrable experience of creating and publishing social media content for Facebook, Instagram, Twitter.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
	Managing the process of producing print publications.	Desirable	<ul style="list-style-type: none"> ● Interview
	Liaising with internal and external stakeholders to support and deliver on a communications strategy.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
	Running successful social media campaigns and using tactics such as rallies, stunts, lobbying etc - to generate favourable social media coverage.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
Skills	Excellent organisational skills with the ability to manage competing and time sensitive tasks.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
	Strong networking and people management skills.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
	Ability to create innovative content within brand guidelines in a fast-paced environment.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
	Understanding of paid advertising, and analytical tools used to monitor online engagement.	Essential	<ul style="list-style-type: none"> ● Application ● Interview
Knowledge	Strong understanding of the Green Party at a national and local level.	Essential	<ul style="list-style-type: none"> ● Interview
	Experience of using Adobe InDesign or similar publishing software	Desirable	<ul style="list-style-type: none"> ● Application ● Interview
	Strong understanding of political messaging.	Essential	<ul style="list-style-type: none"> ● Interview
	Familiarity with Brighton and Hove and key target audiences for BHGP	Desirable	<ul style="list-style-type: none"> ● Interview



Personal Attitudes	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential	<ul style="list-style-type: none">• Interview
	Ambition and willingness to go the extra mile to support your team.	Essential	<ul style="list-style-type: none">• Interview
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Essential	<ul style="list-style-type: none">• Interview
Personal Circumstances	Eligible to work in the UK	Essential	<ul style="list-style-type: none">• Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as requested.	Essential	
	Not a member of another UK Political Party	Essential	<ul style="list-style-type: none">• Interview
Equality	Committed fully to the principle of Equal Opportunities for all in line with Green Party Policies	Essential	

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. 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.