

Head of Communications

Job Description and Person Specification

Purpose of the role

The Green Wave is rolling. Brexit is threatening. The possibilities are enormous for the Green Party, but so are the challenges of maintaining and growing a 10%-plus general election poll rating after the spectacular successes of the May council and European elections. The Green Party has many different parts. The (small) communications team – which deals not only with press but also social media, campaigns and design in head office – is only a fraction of the overall party capacity. External communications need to work with and support internal comms to some 50,000 members. Our content needs to get the right tone, and also the right details, whether about the composition of a council “rainbow alliance” or the appointment of a new head of the European Commission. **The head of communications role is a highly challenging, but also an exciting one. This individual will need to strategically lead us in these very endeavours.**

It is not primarily operational – it won’t involve large amounts of contact with media, hands-on social management or the campaign details, certainly not day-to-day. We’ll have a press manager for that – also now being appointed, and good people to run other parts of our communications.

The Head of Comms needs to **develop and maintain systems** to make the most of this diverse, constantly changing network of people across the continent, both paid staff, elected people and volunteers. When Sky wants a breakfast TV interviewee in far West London and none of the obvious people are available, who might know the right person? We have the offer of some great pro bono social media support: how can we best use that? There’s a huge march around an issue that’s at the heart of our policies: how do we ensure we’re at the centre of it?

Most of the people you are dealing with, you won’t be their boss. They won’t be yours. You’ll be **great at growing and maintaining relationships** – you’ll have to be.

You’ll be **comfortable with politics and know about campaigns**, the current fast-shifting political landscape. You’ll need an acute political antennae for the big questions, and the ability to sit in a room with senior people from the BBC and ITV, with newspaper editors and political journalists, brief a new social influencer who’s starting out with a whole new social media format or advise campaigners on how to really make a difference.

- Salary:** £43,419 - £55,066 (Points 37-49 on Green Party Salary Scale)
- Hours:** 35 hours per week; flexible working in line with the needs of the role will be expected. Includes 30 days annual leave plus bank holidays.
- Duration:** Permanent contract
- Location:** Green Party Office, Bermondsey, London
- Line manager:** Chief Executive Officer
- Line management responsibilities:** Press manager and members of the communications team. (Structure under review.)
- Key relationships:** Head office management team; elected representatives and their teams; Green Party Co-leaders, Deputy Leader and spokespeople; Green Party governance bodies at all levels.

Application process:

Applications to be submitted by 25th of August 2019 and interviews to be held the week commencing 2nd of September 2019. Please email your completed application form (found on www.greenparty.org.uk/jobs) to recruitment@greenparty.org.uk

Principal Roles and Responsibilities

Media Communications

1. Work to build the growing elements of the Green Party – the head office staff, the elected representatives and their staff, the volunteers at all levels of the party – into a healthy, highly functioning, cooperative communications network.
2. Develop, implement and review a comprehensive communications and media strategy for the Party.
3. Identify target audiences, developing strategies to win them over and the best ways to reach them.
4. Maintain broad awareness of the political landscape, its threats and opportunities, and plan and map responses to it.
5. Increase our reach and impact across a range of communication channels and ensure that the Party has the systems and processes to enable it to intervene effectively in important national debates and discussions.

6. Be prepared to deal with adverse situations and events, and be able to respond quickly and effectively to them.
7. Proactively take and create opportunities for activities and events across the scope of the role.
8. Manage the Press Manager and other communications staff to produce high quality, effective communications to support the goals of the Green Party.
9. Ensure that communications staff, and the other external communications working with the Party, have access to the information, materials, skills and contacts they need for maximum effectiveness.
10. Manage and develop relationships with key broadcast and print outlets at a strategic level.
11. Manage the Green Party's external communications budget to best effect.
12. Maintain relationships and information sharing with internal communications and the elections team in the Green Party so that the communications of the Party meet its goals to elect many more Greens and see Green policies implemented.
13. Ensure that the Party has effective systems to monitor and respond to media coverage and report to the Chief Executive regularly on the impacts.
14. Identify, appoint and work with a range of spokespeople, ensuring that the right voices are heard on different topics and that they are properly supported in their roles.

Elections

Play a lead role in the Party's planning for elections at all levels and, during election campaigns, lead in the formation, implementation and review of the campaign communications strategies.

Campaigns

Oversee the design and delivery of both national and local issue-based campaigns in line with the Party's political and organisational strategies.

Image

Plan and deliver approaches to maximise the positive perception of the party in the national political landscape. Ensure the "voice" of the party is recognisable and distinctive.



Person Specification

Person Specification	Attribute	Essential/desirable
Experience	At least 8-10 years progressively increasing strategic experience in press and communications with responsibility for managing staff and relationships with stakeholders.	Essential
	Resilient, with extremely high prioritisation skills.	Desirable
	Excellent at building and maintaining relationships.	
	Experience of developing information systems and methods of sharing among diverse networks	Desirable
Skills/abilities	Excellent written and verbal communication skills, organisational and management skills	Essential
	Ability to prioritise work and manage workload effectively	Essential
	A high level of social media literacy	Essential
Knowledge	Established relationships and contacts with UK political journalists	Desirable
	Familiarity with relevant campaigns issues and organisations	Essential
	Understanding of British politics and an interest in current affairs	Essential
	Knowledge/Understanding of Green Party organisation at local, regional and national level	Desirable
Personal attitudes	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential
	Dedicated to accuracy and delivery of tasks in a timely manner	Essential
Personal circumstances	Eligible to work in the UK	Essential
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential
	Not a member of another UK political party	Essential
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 Coordinator.

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