



Media and Communication Manager

Race Equality Foundation is a registered charity which tackles racial inequality to improve the lives of Black, Asian and minority ethnic communities, believing that everyone should be provided with the opportunities to flourish.

We do this by exploring what we know about discrimination and disadvantage, using that knowledge to develop interventions that will overcome barriers and promote equality, and disseminating this knowledge and good practice through training, conferences and written material.

The Foundation has delivered change through a range of ground-breaking projects. These include:

- the evidence-based Strengthening Families, Strengthening Communities parenting programme
- the pioneering research which saw us interview 38 black and minority ethnic young disabled people to understand their experience of independence and independent living
- being a founding member of the Coalition of Race Equality Organisations (CORE).

We continue our effort to progress race equality through demonstrating what is possible, such as our work on improving blood pressure testing by African and Caribbean men through the use of community facilities such as barber shops.

At the same time, we continue to intervene in national debates impacting black and minority communities as can be seen through our work on mental health and with the Independent Inquiry into Child Sexual Abuse.

We are based in London but have a national remit.

The Foundation is led by the CEO, Jabeer Butt, OBE and has a management committee which supervises its work. The committee includes the Board of Trustees and is chaired by founder member Constantia Pennie.

Job Description

The overall purpose of this new role is to help raise our profile by providing insightful digital, editorial, creative and operational support across our work, and to play a key role in ensuring our communications and media strategies are influential, informative and engaging for the full range of our stakeholders.

The postholder will be responsible for developing the Foundation's communications strategy in line with our strategic objectives and increasing our recognition amongst the general public, in the field of policy and practice, as well as with potential donors and beneficiaries, as a leading organisation confronting racial inequality and discrimination.

The role will involve supporting the team in ensuring that inequality, its consequences and policy responses, continue to feature regularly in the media and that the Foundation grows its authoritative and leading voice on this issue. From opinion pieces to blogs, media commentary to letters in the press; you will be responsible for day-to-day engagement with the media and will support the development of creative press and social media campaigns to support the organisations work programme.

The role also involves key communications with our network of stakeholders, producing a monthly newsletter and media monitoring. This position would suit an applicant with strong written communication, influencing skills, with experience of working within a team with a strong media output. The individual will also be comfortable producing and/or overseeing communications outputs, such as blogs, filmed content and publications.

Key Responsibilities:

Strategic development

- Developing an organisation wide communication strategy; and
- Implementing this in the context of a challenging climate around race and inequality
- Developing strategic alliances to jointly raise awareness and drive media campaigns

Traditional media

- Handling day-to-day media relations, dealing with opportunities in an efficient and timely manner, ensuring responses maintain the reputation of Race Equality Foundation as an expert, evidenced-based source of information
- Planning and developing content for the Foundation's communication channels, identifying potential news stories and working across teams to plan and develop content
- Drafting media and stakeholder briefings as well as press releases
- Supporting development of brand materials

Digital and social media

- Drafting, editing and publishing content through our digital communication channels, including website, Twitter, Facebook and LinkedIn feeds
- Planning and creating multi-media communications materials
- Day-to-day management of social media presence, including publishing content, and driving and responding to engagement

Stakeholder relationships

- Syndicating and sharing content with partners and stakeholders for their own communication channels
- Compiling and producing a regular newsletter for distribution to the Charity's stakeholders
- Working with colleagues across the organisation to support their use of the website and communication channels
- Supporting relationships with a range of agencies from small local organisations to larger national bodies
- Nurturing existing media contacts and establishing new ones, maintain good relationships with journalists and other stakeholders.

Reporting and monitoring

- Tracking, measuring, and reporting on the effectiveness of the Charity's communication channels
- Providing creative, editorial and operational support for communications projects, including annual reports

Travel to attend meetings outside of London is likely to be necessary.

Due to the developmental nature of the work, it is likely that there will be some changes in tasks over time, so the postholder will be expected to undertake other duties that are required, commensurate with the role.

The Foundation has a strong collaborative ethos and attempts to ensure that this operates both with the agencies with which we work and between staff members and Trustees.

Staff for whom responsible

None

Line Manager

Jabeer Butt, Chief Executive

Range of contacts

There will be contact with members of staff and our Management Committee. As is the nature of this post, contacts will take place with representatives of the media. Regular contact will take place with agencies working in partnership with us. At times there will be contact with volunteers supporting various aspects of the project.

Travel and hours of work

The Foundation works across the UK. Travel outside of London will therefore be an essential part of the job. Full time staff at REF work 35 hours a week, with office hours being 9am to 5pm, Monday to Friday. This post will require flexibility and some evening and weekend work, for which time off in lieu can be taken.

Provision of training and development

There will be an induction programme. Staff are encouraged to seek relevant training opportunities.

Person specification

Skills, experience and knowledge required include:

Traditional Media Management and Strategy

- At least 3 years' experience of developing, leading and delivering communication strategies in the charity sector
- Knowledge, understanding and experience of the reality of racism and the present media environment in which addressing racism takes place
- Proven ability to grasp complex information and convert it into simple and accessible language for a variety of audiences.
- Demonstrable success in working with the media to raise awareness and profile of an organisation and effect change.
- Excellent media contacts

- Experience of member/supporter communications and engagement, with a track record of success.
- Experience of using monitoring tools to measure impact and performance and evaluate communications campaigns.

Social media

- Experience of running successful social media campaigns.
- Experience of planning, managing and evaluating social media activity and campaigns.

Website and Multimedia

- Experience of website content management systems and website development, preferably WordPress
- Basic graphic design skills to create digital collateral using platforms such as Canva
- Experience of running and supporting online events

Abilities and Skills:

- Excellent proofreading skills with a meticulous eye for detail
- Able to work on several projects simultaneously and to meet deadlines
- Excellent written, presentation and verbal skills with the ability to communicate at a variety of levels
- Ability to understand and use quantitative and qualitative data as part of media and communications work
- A demonstrable commitment to the principles of tackling racism, discrimination and inequality, that underlie The Race Equality Foundation's work
- Computer literate with excellent knowledge of Microsoft Office and Google Suite
- Excellent interpersonal skills, ability to persuade, influence and collaborate with a range of internal and external stakeholders, sensitive to their communications needs
- Willingness and ability to work flexible hours when needed
- An excellent team player who has previous experience of working as part of a small, busy team with a 'can do' attitude

Pay and Conditions of Service

This post is full-time and is available until April 2022 in the first instance.

The annual full-time salary for this post is between £38,945 and £44,929 (inclusive of London Weighting), depending on experience.

There is a probationary period of three months for this post, during which time the notice period will be one week for both parties.

Full time staff are entitled to 25 days holiday leave per annum. The allocation for this post will be calculated once a start date is agreed. The timing of holidays must fit in with the needs of the Foundation and must be agreed in advance. In addition to annual holidays there is paid time off for National holidays.

The post will be based at Unit 17 Deane House Studios, 27 Greenwood Place, London NW5 1LB.

Please note that we are only able to appoint people who are eligible to work in the UK.