



## Communications and Influencing Manager

The Race Equality Foundation is an evidence-based, policy and practice charity working to tackle racism and racial inequalities. We believe that everyone should be provided with the opportunities to flourish and our work aims to positively transform the lives of Black, Asian and ethnically minoritised communities .

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 and policy projects which explore the lived experience of Black, Asian and minority ethnic people, from the lives of young people with a disability to older people living with dementia, to the impact of climate change; and
- partnerships with other voluntary and statutory organisations, as well as universities.

We continue our efforts to progress race equality through demonstrating what is possible. An example is our work on improving blood pressure testing by African and Caribbean men through the use of community facilities such as barber shops. Another is our Race Equity Collaboratives work that identified the impact of COVID and set out what needs to be done to ensure race equality is addressed in recovery.

We also intervene in national debates impacting Black, Asian and minority ethnic communities, as seen through our work on mental health and with the Covid-19 inquiry and the Independent Inquiry into Child Sexual Abuse.

We are based in London with a national remit.

The Foundation is led by the CEO, Jabeer Butt, OBE with a team of 17 staff and 11 sessional workers. The Foundation has a management committee which supervises its work. The committee includes the Board of Trustees and is chaired by Karin Woodley CBE.

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### Job description

The Race Equality Foundation's communications function is in an exciting phase. We have implemented a new communications strategy, which has included launching a new brand identity and achieving greater media coverage. The overall purpose of this role is to build on this momentum, continue to grow the Race

Equality Foundation's communications and raise our profile by leading press and social media activity, stakeholder engagement, and other digital, editorial and creative support across our work.

You will play a key role in ensuring our influencing, communications and media strategies are informative, engage our full range of stakeholders and help deliver change.

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

The role will involve supporting the Foundation 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 our work programme.

The role also involves key communications with our network of stakeholders, producing a newsletter and media monitoring. This position would suit an applicant with strong written communication and influencing skills, with experience of working within a team with a strong media output focusing on racial inequality.

### **Key responsibilities:**

#### *Strategic development*

- Continuing to develop the organisation's communication strategy; as well as individual communications and campaign strategies relating to specific projects, in the context of a challenging climate around race and inequality
- Developing strategic alliances to jointly raise awareness and drive campaigns.
- Developing the Foundation's approach to better communicating the impact of our work
- Leading and ensuring brand consistency and recognition

#### *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-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
- Procuring design and managing the publication of Foundation reports and briefings
- Drafting press releases and stakeholder briefings

#### *Digital and social media*

- Drafting, editing and publishing content through our digital communication channels, including website, Twitter, Facebook, LinkedIn and Instagram.

- Planning and creating multi-media communication 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 Foundation's stakeholders
- Working with colleagues across the organisation to support their use of the website and communication channels
- Developing and maintaining a database of people with lived experience and practitioners who are able to talk about race equality and the Foundation's work
- Supporting relationships with a range of agencies from small local organisations to larger national bodies
- Nurturing existing media contacts and establishing new ones to maximise opportunities for the Foundation.

#### *Reporting and monitoring*

- Tracking, measuring, and reporting on the effectiveness of the Foundation's communication efforts
- Providing creative, editorial and operational support for communications projects, including annual reports and public reporting of impact.

Travel to attend meetings outside of London may 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 (occasional management of volunteers)

#### **Line Manager**

Leandra Box, Deputy CEO

#### **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 is sometimes part of the job. Full time staff 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.

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## **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.
- Strong 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 and Adobe

### *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
- Demonstrable commitment to the principles of tackling racism, discrimination and inequality
- 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

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### Pay and Conditions of Service

This post is full-time.

The annual full-time salary for this post is between £40,341 and £46,399 (inclusive of London Weighting).

There is a probationary period of six months for this post.

Full time staff are entitled to 25 days holiday leave per annum. 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 in the London office at Unit 17 Deane House Studios, 27 Greenwood Place, London NW5 1LB. Staff currently work two to three days a week in the office .

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

**Closing date: Midday, Wednesday 13<sup>th</sup> March 2024.**

**Interviews: Wednesday 20<sup>th</sup> March 2024.**