Job Description

Job Title: Communications Manager
Reference: UK100J28
Salary: £40,000
Hours: Full time, permanent - part time considered for an exceptional candidate.
Location: Virtual but may be office based in London in the future

We are looking for a skilled and confident communications manager whose primary focus is the delivery and management of media coverage that supports and promotes the voice of local leaders across the UK in their efforts to tackle the climate emergency and air pollution.

We are looking for a savvy media operator who enjoys the cut and thrust of the daily news cycle, has a good grasp of all UK media, and has some understanding of who holds the power and pulls the strings when it comes to national and local policy and politics. We also need a proactive Communications Manager who doesn't just wait to be fed a news story but goes out there looking for one.

The role would suit an experienced senior press officer who has worked in a policy rich environment and is looking for the next step in their career.

Equality, Diversity and Inclusion: UK100 is actively taking steps towards developing new opportunities for people from an array of backgrounds, ensuring that everybody has an equal opportunity and is not treated differently or discriminated against because of their characteristics. UK100 values the voices of each of its employees in order to progress in a collaborative, innovative and well balanced way. The postholder will be expected to echo and support this.

Key responsibilities:

- Manage the delivery of media coverage for UK100 and its members, leading on engagement with the media, both planned and reactive.
- Drafting op-eds
- Providing communications support on an adhoc basis across the organisation.
- Contributing to the development and overseeing the implementation of the communications strategy.
- Managing UK100 social media channels and website.
- Deliver ambitious and impactful projects: to time, budget, and meet agreed Key Performance Indicators (KPIs) and organisational outcomes.
- Maintenance of the relevant areas of UK100’s CRM database.
- Manage UK100’s guidance on branding, tone of voice and key messages, positively contributing towards raising UK100’s profile
- We are a small team. Ad hoc duties will thus arise, and every staff member is expected to support the team efforts.

**Place in organisational structure:**

The post holder will:
- report to the Communications & Campaigns Director
- manage the Press and PR Consultant.

**Key relationships:**

Internal: Communications & Campaigns Director
- Chief Executive Officer
- Campaigns Manager
- Policy and research Manager
- Membership Director
- Network Programme Manager

External: Journalists
- Relevant Local Authority officers (policy and communications) and councillors (portfolio holders and leaders)
- Metro mayors and their private offices
- National, regional, trade and local authority media
- NGOs and partner organisations
- Corporate supporters

**Working Conditions:**

The postholder will be expected to work from the UK100 London office at a minimum of two days per month, depending on Covid restrictions. Some travel around the UK may be required.

**Benefits:**

- Competitive salary
- 25 days annual leave (plus statutory bank holidays)
- Pension & access to professional pension advice
- Sick pay
- Company MacBook Air
- Company phone
- Work from home allowance
- UK100 supports flexible working arrangements

**Special Note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the post holder.
Person Specification

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<th>Criteria</th>
<th>Essential</th>
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<tr>
<td>Knowledge</td>
<td>- An understanding of relevant policy and politics re: air pollution, Climate Emergency and local government</td>
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<td>- A working knowledge of the UK media landscape</td>
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<td>Experience</td>
<td>- Writing for different audiences</td>
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<td>- Track record of placing impactful stories with the media</td>
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<td>Skills and abilities</td>
<td>- Excellent attention to detail</td>
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<td>- Excellent copywriting skills</td>
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<td>- Ability to communicate complex arguments in simple and powerful ways</td>
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<td>- Ability to build and maintain relationships with journalists, press officers and influencers.</td>
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<td>Other</td>
<td>- Committed to the vision of UK100, Knowledge of media coverage connecting environmental issues and social justice</td>
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Closing Date: 7th January 2021

Interviews: To be held virtually in the week commencing 17th January 2021

Application Details: Please send a CV (max 2 pages), a cover letter that sets out how you could provide an excellent addition to the UK100 team (max 1 page) and some examples of your copywriting to: jobs@uk100.org