

# Role profile & Person Specification

## Communications Manager



<b>Title:</b>	Communications Manager
<b>Reports to:</b>	Head of Digital
<b>Line management:</b>	Management of the freelance social media officer
<b>Salary:</b>	£32,000 pro rata
<b>Contract type:</b>	22.5 hours a week (0.6FTE), permanent

## ROLE PROFILE

### Role purpose

Lead the European Movement's communications and media operation, contributing to the organisation's strategic objectives:

- Position the European Movement as the authoritative, cross-party, pro-European voice in British politics;
- Shape the public narrative about the social and economic impact of leaving the EU on families and communities across the UK, and effectively counter attempts to obscure the impact of leaving the EU behind COVID-19;
- Give a voice to people and communities negatively affected by our departure from the EU, making their experience urgent and important in public debate.

### Key contacts

- All staff, the Chief Executive and the Executive Committee
- Ambassadors and political committee representatives
- Journalists and media organisations
- Storytellers and campaigners, local branch chairs
- Representatives of partner organisations and other pro-European groups

## **Key responsibilities**

- Develop communications strategy and media and social media plans for the European Movement to build profile, credibility and impact
- Lead and evaluate European Movement's day to day press and social media activity
- Contribute to the development of campaign messaging, in line with agreed political objectives and audience insight
- Research, and draft content – e.g. press releases, media briefings, social media posts, letters, statements and blogs for the EM and its spokespeople; and secure appropriate approvals
- Provide media briefings to European Movement's CEO and spokespeople and prepare them for media interviews
- Develop the European Movement's national media contacts and represent the organisation externally to journalists and media contacts, EM ambassadors and spokespeople
- Identify opportunities, issues and risks relating to our external communications or the external environment and share them with the senior team in a timely fashion
- Ensure the ongoing development and consistent application of the charity brand
- Handle media enquiries outside of normal office hours
- Work within European Movement's policies and procedures at all times.

These duties may be subject to change over time.

### **Location**

This role can be office or home-based. The postholder will be required to contribute fully to team activity which, subject to COVID-19 restrictions, may require regular attendance at the office in Central London (Chancery Lane).

### **Flexibility**

This role is 0.6FTE, with flexibility about how those hours are distributed across the working week. Once agreed, the postholder will be expected to keep to an agreed working pattern, contribute to team meetings, and on occasion be willing to flex hours when there are big proactive or reactive events that require media support.

The postholder will be responsible for out of hours media handling, with support from other members of the team if necessary.

# PERSON SPECIFICATION

## Key competencies

- Commitment to pro-European values
- Strong political judgment
- Creative storyteller, with an eye for a good story
- Excellent written and verbal communication skills
- A flexible team player
- Can work effectively under pressure and manage competing priorities

## Experience and skills

### Essential

- Experience of leading national media strategies to grow an organisation's profile or reputation and to achieve a political or social change objective
- Strong understanding of the UK media and how to use a variety of tactics to influence the media agenda
- Experience of building effective working relationships with journalists and key internal and external stakeholders
- Knowledge and experience of measuring the impact of media strategies and reporting to senior management or a board
- Effective IT skills, including Microsoft 365

### Desirable

- Strong understanding of the politics and policy relating to Brexit and the European Union
- Established networks with relevant national media contacts
- Experience of reputation management and crisis management comms
- Experience of using Nationbuilder or another CRM/CMS database.

## HOW TO APPLY

To apply for this role, we would like you to send us the answers to three questions and to share a copy of your CV.

Please access the questions and upload your CV by clicking the link at:  
[www.europeanmovement.co.uk/vacancy\\_communications\\_manager](http://www.europeanmovement.co.uk/vacancy_communications_manager)

**The deadline for applications is 5pm on Monday 9 November.**

**Interviews will be held during the week beginning Monday 16 November.**

The questions we ask aim to provide the recruitment panel with a good overview of your experience and skills and how they relate to the key requirements for the role. The panel will score the answers to these questions 'blind' (without knowing other information about the candidates).

We will only review CVs once we have scored candidates on the questions. You can find out more about why we are using this recruitment method [here](#).

If you would like to talk to a member of the team before you apply, we would be very happy to share more details about the role and our recruitment methods.

Please contact the office to arrange this on **[scott.daniells@europeanmovement.co.uk](mailto:scott.daniells@europeanmovement.co.uk)** or **020 8126 0247**.

### Diversity

The European Movement UK is committed to improving the diversity of our team. We welcome applications from all candidates, but would welcome applications in particular from women, working parents and from BAME and disabled candidates, to improve representation in these areas.

We are taking steps to help us attract a wider range of candidates, including adopting a more inclusive recruitment process, offering the role on a flexible, part time basis, and being flexible on the location of the role. Please let us know if you require any other adjustments in order to apply for this role.