



Job Title: PRESS AND CAMPAIGNS OFFICER

Salary: **£25,148 + £3,000 London Weighting PA**
Hours: **37.5 hours per week, 5 days per week**

Contract: **Permanent**
Based: **London**

Citizens UK

Citizens UK is the home of Community Organising and the Living Wage movement. Our diverse member organisations include schools, churches, mosques, synagogues, parents groups, health practices, charities and trade unions. We help our 450+ members to develop leaders, so they can participate in public life and hold politicians and other decision-makers to account on the issues that matter to them.

Our work has led to the creation of many local, regional and national campaigns and social change projects including the [Living Wage Foundation](#), [Sponsor Refugees](#) and [Parents and Communities Together](#). We've achieved positive change for hundreds of thousands of people through positive interventions on wages for low paid workers, refugee resettlement and social support for new parents.

Right now, we are at an exciting phase in our growth, with civil society alliances of faith, education, trade union, health and charitable institutions in 15 towns and cities in England and Wales, with several more alliances due to launch in 2020/21 and our projects planning a series of new interventions to improve the lives of the people they serve.

Purpose

The purpose of this role is to help Citizens UK, its chapters, projects and member institutions effectively communicate their activity and Community Organising to the outside world via the media and owned Citizens UK communications channels. Ideal for an adaptable comms or media relations professional looking to gain a broad range of experience.

Working in a close-knit team of 3 comms specialists, this role's primary focus is to act as a press officer working with the Head of Communications and the Living Wage press team to create impactful media moments with our Community Organising and project teams. It also includes elements of campaigns and communications work as part of the wider team of four who comprise the Citizens UK comms team.

Main Responsibilities

Working as a Press and Campaigns Officer for CUK, your main responsibilities will include:

Media	<ul style="list-style-type: none"> • Contribute to media strategies and plans that help to win public and political support for Citizens UK and its campaigns • Write compelling press releases, blogs and opinion editorials to promote Citizens UK’s organising, campaigns and fundraising activities • Identify and respond to breaking news stories, manage reactive media requests, and brief spokespeople ahead of interviews • Help create and deliver the Citizens UK media relations strategy, developing relationships with journalists, training teams and delivering successful media interventions • Build and maintain relationships with community leaders and campaign beneficiaries willing to share their stories about Citizens UK’s work, empowering them to tell their story • Ensure that media and communications messages are consistent with core values and principles • Ensure consent and the case study log is up to date for community leaders or campaign beneficiaries who have agreed to be featured in communications activity • Monitor and evaluate media campaigns and reports • Participate in the out of hours duty press rota
Communications and campaigns	<ul style="list-style-type: none"> • Works with colleagues to ensure stories are told effectively across all our internal and external communications channels, updating and maintaining relevant sections of the website • Work creatively with the wider team to identify integrated communications and campaigns opportunity to complement our Community Organising work and strengthen our movement • Sourcing and creating original content for Citizens UK including blog posts, social media posts and policy summaries • Identify moments in the political or public calendar, that could provide effective focus for our campaigns.
General	<ul style="list-style-type: none"> • Contribute to training and development sessions aimed at improving Community Organisers and leaders media relations and communications knowledge and expertise • Attend and participate in planning and stakeholder meetings with Community Organisers and community leaders

Person Specification

REQUIREMENTS		ESSENTIAL	DESIRABLE
EXPERIENCE	Experience of working in a press office or busy communications or PR role	✓	
	Experience and understanding of a range of media outlets and social media channels including how to segment and target different audiences	✓	
	Experience of producing a range of high quality communications materials for media, websites, publicity, newsletters and reports	✓	
	Experience working to tight deadlines in a high-pressure environment	✓	
	Experience working with a wide range of stakeholders and ability to work in partnership		✓
KEY SKILLS AND KNOWLEDGE	Strong written communications skills, with the proven ability to write engaging copy for a variety of channels and audiences	✓	
	Strong media relations skills, including knowledge of pitching stories, media deadlines and effective approaches to securing press coverage	✓	
	Excellent time management skills with the ability to juggle a wide range of competing demands	✓	
	Strong IT skills to include MS Office and website Content Management Systems	✓	
	Strong interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally	✓	
	Experience working in a campaigns or community context, and working with diverse and often socially disadvantaged groups		✓
	A proactive approach to all areas of work with a 'can do' attitude and a flexible approach to work demands	✓	
	A strong commitment to the values and mission of Citizens UK	✓	
PERSONAL QUALITIES & VALUES	Thrives working in a small, close knit and driven team	✓	
	Comfortable working in a fast-moving campaigning context	✓	
	Enthusiastic and proactive self-starter and the ability to act on own initiative	✓	