

JOB DESCRIPTION

1. JOB DETAILS

Job Title	:	Senior Communications Officer
Reporting to	:	Director of Communications
Status	:	Full time, permanent
Salary / Grade	:	£36,000 – £42,000 / Senior Officer level
Location	:	New Local operates a 'work anywhere' policy but will provide office workspace in the UK for those who require it.

2. PURPOSE OF JOB

- To increase the impact of New Local's work through a variety of communication channels.
 - To support the delivery of the organisation's communications strategy.
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3. KEY TASKS/RESPONSIBILITIES

- **Digital management:** Day-to-day content planning and website upkeep, taking a leading role in our new site's success.
 - **Social media:** Running New Local's channels to increase engagement and reach influential stakeholders.
 - **Content:** Producing, planning and editing content - from blogs and reports to videos and podcasts.
 - **External marketing:** Promoting our membership and consultancy offer in creative and engaging ways, to both new and existing connections.
 - **Planning:** Working cross-team to coordinate our communications and make sure our messages are heard by the right people at the right time.
 - **Media relations:** Taking a proactive and reactive approach to promoting New Local's work and interests with national, regional and specialist press.
 - **Internal communications:** Acting as a brand and messaging 'ambassador' for New Local - ensuring that our both are understood and conveyed by all staff, and contributing to strategic discussions.
 - **And more:**
 - Supporting the planning and delivery of events
 - Working closely with researchers on research outputs
 - Planning, drafting and sending newsletters via CRM system
 - Taking on other tasks to support the communications strategy and our work as a whole.
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4. PERSON SPECIFICATION: KNOWLEDGE AND SKILLS REQUIRED (*E = Essential; D = Desirable*)

- **A great communicator**, who can distil complex ideas and bring people together around a cause - verbally, visually and in writing – **E**
- **A creative thinker**, who has an eye for design and can bring fresh approaches to any challenge - **E**
- **Digitally savvy**, with experience creating high levels of engagement online and through social media - **E**

- **A keen planner**, whose strategic understanding and attention-to-detail is proven to keep projects timely and impactful - **E**
 - **A warm connector**, with experience of building strong, supportive relationships inside and outside teams, ideally with press and local/national government - **E**
 - **Someone with quick judgement**, who flourishes in an environment of autonomous working and speedy decision making, and can be trusted to make the right calls - **E**
 - **Driven by achieving change**, both in terms of improving our own work and achieving New Local's broader political and societal goals - **E**
 - **Flexible and collaborative**, generous in offering expertise and keen to work adaptably and openly with other members of New Local's staff - **E**
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5. NATURE AND SCOPE

New Local is a think tank and network working to transform public services and empower communities. We publish research on some of today's most pressing issues - like housing, welfare and health - informed by our network of 70 local authorities.

At the heart of our work is 'community power' - the belief that people should be given the means to transform the places they live and the services they use. We believe this is key to shifting towards a system focused on prevention and creating more sustainable public services, which can lead to a better society for all.

We value creativity, collaboration and self-determination above all else and are looking for someone who can help us foster those values as well as being a friendly, kind and supportive colleague.

The job holder plays a major role in helping New Local by helping us to build on our new identity and further increase the impact of our work.

Diversity: New Local is committed to being an equal opportunities employer. We don't just 'value diversity', we think it is central to what makes for a high impact, successful organisation. We positively encourage everyone to apply. As such, New Local recruits, employs, trains, compensates and promotes regardless of age, disability, sex, gender, sexuality, race, national origin, marital status, parental status, religion or belief.

Leave and working hours: We operate a highly flexible policy on working hours and leave. New Local's team core working hours are 10am to 4pm but around this, staff are trusted to determine their own working hours and leave consummate with the fulfilment of their job goals to the highest level of excellence. To ensure well-being, New Local staff are expected to take a minimum of 27 days leave each year (pro rata for PT staff) and work no more than 35 hours a week. New Local employees also receive ten days leave over the Christmas and New Year period. We operate an unlimited leave policy meaning employees are free to take leave beyond their leave allocation as long as it does not interfere with their ability to do their job to the highest standards.

Location: Applications are welcome from candidates no matter where they live in the UK. We operate a 'work anywhere' policy meaning employees can choose to work at home or at any other location that enables them to do their job to the highest standards. New Local provides office space for those who wish to work in an office environment. We are currently meeting as a team in person once a month in central London and team members are expected to attend this. Travel expenses are covered for team members attending this meeting.

Flexible working: We are happy to discuss highly flexible working arrangements.

Well-being: New Local is extremely committed to staff well-being. Working long and late hours is actively discouraged and all staff at New Local are very strongly committed to creating a pleasant,

friendly and supportive environment in which to work. Employees complete a weekly anonymous well-being survey to allow monitoring of general well-being in the team.

Health scheme: Employees can join the New Local health insurance and employee assistance scheme. The subscription to the scheme is paid for by New Local.

Parental leave: We take an extremely flexible approach to parental leave (including shared parental leave) to allow new parents as much time as possible to fulfil their parental role. With regards to parental pay, we offer mothers or primary carers twenty-six weeks at full pay. Secondary carers receive four weeks at full pay.

Bonus, salary rises and promotions: New Local operates an annual bonus scheme based on financial performance at the end of the financial year. This bonus is shared equally between all team members. A cost-of-living rise to all salaries is applied each year based on inflation. We have an established process to consider all requests/recommendations for rises to salaries and promotions based on an annual appraisal. All bonuses and salary rises are awarded at the discretion of the New Local Board.

Pension: New Local will contribute 5% to the New Local group personal pension scheme. This benefit cannot be substituted for any other benefit. We operate a salary sacrifice scheme for pension contributions.

Probation and notice: This role is subject to a six-month probationary period and a three-month notice period.

This job description is not exhaustive and is liable to review following discussion with the job holder. The post-holder will be expected to undertake any other reasonable duties as requested by their line manager and commensurate with their job grade.
