



Supporting people to shape the economy

**Recruitment Pack: Associate Director
– Communications and Campaigns**

Closing Date: Sunday 1st November 2020



Associate Director – Communications and Campaigns

Location: London (though we are remote working during the Covid-19 pandemic)

Salary: Starting salary of £35,500 pro rata (with possibility to progress over time to other pay points in the band: £37,250 and £39,500)

Contract type: Permanent, subject to successful probationary period.

Hours: We envisage this as a full-time role (37.5 hours), but we are open to discussing part-time working flexible and job sharing.

Benefits: 7% employer matched pension after probation, flexible working, 25 days holiday per year (plus bank holidays) and a staff development budget.

Reporting to: Chief Executive

Application deadline: 23.59pm, Sunday 1st November

Interviews: First interviews will be held on Thursday 12th November and second round interviews will be held on Wednesday 18th November.

About *Economy*

Economy exists to support people – particularly those currently furthest from power – to shape the economy to achieve what matters to them. We do this because the economy plays a central role in society, it shapes our health and wellbeing and the sustainability of the planet. As the economic impact of the coronavirus becomes far reaching, our work is more important than ever.

We have written a three-year strategy to help us create an environment in the UK in which more people are able to meaningfully take part in decision-making on the economy. We are now recruiting an Associate Director – Communications and Campaigns to significantly boost our communications and campaigns expertise as an essential part of delivering this strategy.

Our Commitment to Diversity and Inclusion

Economics is underpinned by a way of thinking dominated by white men who have studied and worked in a small number of institutions. We are looking for people that bring a different perspective. To this end, when candidates are of equal merit, we will prioritise selection and appointment of people with identities and backgrounds that are currently under-represented in *Economy*, economics and the charity sector. We

are particularly keen to receive applications in this round from people of colour / people from BAME backgrounds.

If you would like to find out more about *Economy's* commitment to Diversity and Inclusion, please see [here](#).

About the role

We are recruiting an Associate Director – Communications and Campaigns to drive forward *Economy's* voice, conversations and decision-making strand of work. This involves supporting more people to have a public voice on the economy, facilitating high quality economic conversations between diverse groups in society and increasing participation in economic decision-making.

You don't need a background in economics to apply. We are looking for an energetic and dynamic individual with excellent communication and campaigning skills who will be comfortable working both with communities and decision-makers to build a public culture of economics in the UK. We would like to appoint someone with experience of living as part of a community far from power to improve *Economy's* ability to work effectively with similar communities across the UK.

If the role sounds interesting to you, but you are not sure that you have all the skills that we set out below, please do apply. We know that each candidate will bring their own unique mix of skills and experiences and we are open to supporting learning on the job. If you'd like to talk to us about your suitability for the role, please contact Joe at careers@ecnmy.org.

Key areas of responsibility

Overall

- Overall responsibility for development and implementation of *Economy's* campaigns and communications
- Develop and deliver *Economy's* digital communications and social media strategy to grow awareness, reach and engagement of our activities
- Build relationships across local and national media organisations to increase reach of *Economy's* work
- Lead on *Economy's* work engaging and influencing the media, economic institutions, experts and decision-makers
- Line manage relevant staff

Voice, Conversation and Decision-Making

- Lead on *Economy's* work engaging and influencing economic institutions, experts and decision-makers
- Develop projects and campaigns with partners which support individuals and communities– particularly those furthest from power – to participate in and shape economic decisions which affect them
- Develop and launch the Economy Co-produced Media Network (ECMN) and support the editorial team to co-produce written and video content on the economy with diverse communities across the UK
- Build media partnerships with local and national media organisations to syndicate ECMN content, secure commissions for ECMN contributors and collaborate on bespoke projects thereby amplifying the voices of people furthest from power and demonstrating the value of the network to the media and journalists
- Experiment with user-generated content processes and functionality to encourage *Economy's* website and social audience to “join the conversation” by creating and uploading content sharing their economic views and experiences
- Work with the Chief Executive to identify and develop funding and earned income possibilities for new and existing projects and activities which fall under *Economy's* voice, conversation and decision-making strand of work

Communications & Digital

- Take overall responsibility for *Economy's* digital communications and social media strategy to grow awareness, reach and engagement with target audience groups
- Lead the development of *Economy's* brand, key messaging and tone of voice and work across the organisation to ensure they are used correctly and consistently across all communication
- Develop and lead the team to produce content required to deliver creative campaigns and key user journeys across digital channels including email and social media
- Oversight of all organisational marketing and communications outputs including blog posts, press releases, social media posts and newsletters.
- Identify the best on and offline channels to distribute *Economy's* communications outputs and oversee an organisation-wide distribution strategy.
- Set goals and reporting standards for digital communications. Conduct internal evaluations, track outcomes, impact and learning to monitor and improve the quality and effectiveness of digital output
- Oversight and development of *Economy's* news and entertainment platform (ecnmy.org), organisational website and social channels

Media

- Identify and build relationships with local and national media organisations and journalists to secure media coverage for *Economy's* work
- Work with *Economy's* Editor to build media partnerships that create opportunities to help get the voices of those furthest from power into mainstream media reporting

Other

- Always act in the best interests of *Economy*
- Work in line with *Economy's* values
- Abide by *Economy* policies as set out in the Staff Handbook
- Maintain confidentiality in all areas relating to *Economy*
- Act as a senior member of the staff team to build effective working relationships with colleagues (including line managing others where appropriate)
- To be flexible and to undertake any other reasonable duties as requested by the Chief Executive or Board of Trustees

Key skills and experience

Essential Skills and Experience

- Experience of living as part of a community that is far from power or otherwise marginalised, due to aspects of identity such as race or socio-economic factors
- Track record of planning, delivering and evaluating communications campaigns that have successfully brought about change in policy and practice
- Understanding of decision-making processes in the UK political system (local and national) and political advocacy
- Knowledge of how a user-led approach to product or campaign design can be applied to support lasting behavioural change, and an understanding of what motivates people to get involved in activism or efforts to achieve social change
- Experience of consulting and collaborating with external organisations and frontline staff to set clear objectives and design a campaign to deliver on these goals
- Experience of creating high quality, creative digital content for a variety of media and digital platforms
- Experience analysing research and data from multiple sources to develop and test compelling campaign messages for a wide range of target audiences
- Experience using supporter data to inform the development and optimisation of key user journeys to ensure recruitment, retention and participation with organisations/campaigns

- Knowledge required to manage CRM and supporter data to drive effective user engagement, and in line with organisational data protection policies
- Excellent and confident oral and written communicator with the ability to communicate effectively to a range of audiences and to adapt communications to a range of media for maximum impact
- Excellent project management skills with the ability to work cross departmentally on a range of tasks to deliver high quality work to tight deadlines
- Experience of working and communicating effectively with people from a range of different identities, cultures, faiths and backgrounds
- Experience of partnership working and of developing new partnership relationships
- Ability to collaborate effectively with colleagues and oversee their work, as well as to work independently when required

Values and behaviours

- Personal commitment to *Economy's* values and purpose of supporting people – particularly those furthest from power – to use economics to achieve what matters to them.
- Ability to reflect and learn, including sharing failures and uncertainties. Openly taking feedback from the team and members of *Economy's* community on your behaviours and work.
- The emotional intelligence to empathise with and appreciate others, creating opportunities for those you work with to grow and develop.

Desirable experience and development areas

We are also looking for the following skills and experience. Please tell us if you have experience of these work areas or you are particularly interested in them for your own personal development

- Experience of engaging and working with people with lived experience of a campaign issue to support them to shape and co-lead campaigns
- Up to date understanding of best practice in campaigning with people with lived experience of difficulty, co-production, user involvement methodologies, safeguarding and facilitation skills
- Experience of working with local or national media organisations and journalists to advance campaign aims
- Experience of line managing and supporting the development of colleagues

How to apply and how the process will work

We will select candidates through a review of written applications to produce a short-list, and two rounds of interviews. There will also be an opportunity for candidates to meet the staff team.

We want to see people at their best and so of course will make any reasonable adjustments that you need to help you perform at your best. Please let us know if this applies to completing your written application. We also ask you to let us know on the application form if you have any requirements for accessibility-related adjustments if you are selected for interview.

Written applications

Application deadline: Please download and complete [this application form](#) by 23.59 on Sunday 1 November and complete an [Equal Opportunities Monitoring form here](#)

Interviews

Following selection of applicants, there will be two rounds of interviews. These interviews will be conducted via online video calls with a panel of Economy staff and trustees.

Please let us know if you need us to cover childcare or similar costs to allow you to attend the interview, or if you need us to help sort out somewhere suitable for you to do your interview from. We usually don't dress formally for work, so please wear whatever you feel most comfortable in for the interview.

Both rounds of interviews will involve a structured set of questions designed to test whether you have the key skills and experience for the role. You will get time on your own at the interviews to look in advance at the questions that we will ask you. For candidates invited to a second interview, we will also ask you to prepare a presentation in advance to deliver at the interview and you will also attend a session to meet the Economy staff team.

References and eligibility checks

Once we have identified a preferred candidate via the interview process, we will carry out reference checks and legally required checks of eligibility to work in the UK before making a final job offer.

How we will process your application data

We set out in our [data notice](#) for job applicants how we will treat the data that we gather about you as part of the recruitment process.