

Information pack

Communications officer

June 2022

## **1. Introduction**

Green Alliance is a charity, independent think tank and advocate, committed to achieving a greener future. We believe that ambitious political leadership is the route to change at the speed and scale necessary.

We play a central role in shaping the natural environment, energy and resources agendas in the UK and are known for our cross party influence and the clarity of our insights.

The high quality of our work, our experienced team and our collaborative approach have enabled us to develop excellent relationships at the highest level, with political parties, businesses, NGOs and academia.

Following growth in the organisation, a rise in our output and profile and increased demand for our commentary, we are expanding our media operations.

## **2. The role**

We are looking for an enthusiastic and creative individual who wants to take the next step in their communications career. You will be excited by the prospect of helping to craft, edit and produce impactful content for social media, website, blogs and podcasts.

You will have had some experience already of working on communications for an organisation, a good understanding of environmental policy and politics issues, and an understanding of how to approach communicating with different audiences.

You will need excellent interpersonal skills as you will regularly liaise with our senior staff on content and you will work with project leaders to assist them in communicating their work.

Your excellent drafting, proofing and editing skills will be needed to make sure we always put out compelling content to the highest standard. Your attention to detail and sound judgement will be vital in maintaining Green Alliance's brand integrity and your good analytical ability will help us evaluate and report effectively on the outcome of our communications across all media to inform future strategy.

You will have the opportunity to use your interest in new ideas and insights around communications and your creative instincts to promote our work to a growing audience.

## **3. Position in the organisation**

The communications officer will report to the head of communications. This role is in Green Alliance's communications team which is within the development team led by the operations director. The communications team includes the head of communications, events and engagement manager and the communications officer.

The post holder will collaborate with other members of the communications team to ensure joined up, effective communications operations and will work directly with policy staff on delivering the communication plans for their work.

#### **4. Key tasks and responsibilities**

##### **Production and content oversight**

- Curate and produce a steady stream of appropriate content and engagement on Green Alliance's social media platforms, to promote our outputs and messages, and to maintain and raise Green Alliance's profile with target audiences.
- Manage and regularly update content on the website and all platforms where information about Green Alliance and its work is communicated.
- Plan and manage the recording of Green Alliance podcast series.
- Assist staff, when required, in recording and presenting vlogs about their work.
- Prepare and upload blog posts to Green Alliance's Wordpress site.
- Liaise with external web developers on site development and maintenance.
- Assist in the editing and production of publications and newsletters.

##### **Monitoring and evaluation:**

- Monthly quantitative and qualitative evaluation and reporting of communications activity.

##### **Other:**

- Assist and deputise, when required, on Green Alliance's events
- Assist and deputise, when required, on press and media work
- Stay abreast of new communication developments.
- Participate in all staff planning and strategy exercises.
- Any other task which may be reasonably requested to be undertaken within the scope of this post.

## 5. Person specification

### Knowledge & experience

#### Essential:

- Excellent copywriting, proofing and editing skills with an ability to adapt writing style for different audiences
- An understanding of good communications principles.
- Excellent IT skills, with strong experience and aptitude in managing online platforms and image, video and audio editing.
- Excellent interpersonal skills
- Excellent attention to detail
- Ability to act on own initiative and exercise sound judgment
- Good organisational skills and time management
- Understanding of environmental issues
- Flexible team worker

#### Desirable:

- Google Analytics experience
- Event management experience
- Experience of working with the media
- Knowledge of UK politics

## **6. About Green Alliance: our culture and values**

Green Alliance is committed to achieving positive outcomes for the environment. To do so successfully, we aim to create a supportive, inclusive and collaborative working culture that allows our staff to reach their full potential.

In our work to deliver ambitious leadership for the environment we are guided by the following values:

### **We are optimists**

We believe that a green and prosperous UK is achievable.

### **We are change makers**

Working flexibly and with light feet, we focus on where the power is, and wherever and on whatever we think will have the greatest impact.

### **We are collaborative**

We are pluralists and believe that collaboration and seeking to understand others' viewpoints is the only way to make progress, and this is reflected in how we operate both internally and externally.

### **We embrace complexity**

We will never ignore the fact that environmental issues are complex, as well as inseparable from other important issues, including social impacts, and do our best to address this in all our work.

### **We are inclusive**

In all aspects of our work, including our employment practices, we seek to include, involve and listen to diverse voices and communities, as a necessary component of success.

## 7. About Green Alliance: our vision and strategy

Our vision is for a green and prosperous UK for all.

We want a country where people and nature can thrive together. Where the economy is built on strong environmental principles to ensure long term wellbeing and a healthy environment.

We believe that everyone, wherever they live, should have affordable, sustainable, high quality homes, food and transport, and access to green spaces. The UK should be a place where nature's value is recognised and where a carbon neutral and zero waste economy enables green businesses to provide good jobs across the country. We want the country's scientific excellence, capacity for innovation and diplomatic talent to set the global standard for environmental protection.

We believe that ambitious political leadership is at the core of achieving this.

### What we do

**Advocacy:** driving policy change and empowering politicians to show ambitious environmental leadership

**Research and insightful analysis:** building evidence and improving understanding of complex environmental challenges, as well as public attitudes and perceptions

**Convening with a purpose:** forging constructive alliances focused on raising political ambition for change, with a wide range of partners across business, academia and civil society

**Effective communications and influential events:** hosting informed debate, increasing understanding of important issues and keeping the environment at top of the political agenda

### Our strategic aims

Over the next three years, Green Alliance will work to ensure the UK government rises to the significant environmental leadership challenge of this decade and, in doing so, reaps the many social and economic benefits that will come from addressing the climate and nature crises.

We will:

- Turn UK political ambition on climate and nature into rapid action.
- Promote effective solutions for a fair transition to a green economy.
- Push the boundaries to find new answers to complex environmental problems.

## 8. Terms and conditions

Terms:	<p>This post is advertised as a full time permanent contract.</p> <p>There will be the opportunity to work remotely on an ad hoc basis but the successful candidate must be willing to work from our central London office on a frequent and regular basis.</p> <p>We are happy to consider flexible working arrangements.</p>
Salary band:	£31,030 to £34,240
Starting salary:	Will be commensurate with experience but we would expect the starting salary offered to be at the lower end of the band to allow for progression.
Location:	<p>Green Alliance's office is in central London and is fully accessible.</p> <p>Our staff are currently working between home and our office and will continue to do so until further notice. We will provide IT hardware and other equipment required to work at home but you will need good internet access.</p>
Hours:	35 hours per week; the post holder would be expected to work occasional evenings for time off in lieu.
Holiday:	25 days per year in addition to statutory holidays and the period between Christmas and New Year.
Additional benefits:	Green Alliance aims to be a progressive and considerate employer and encourages employees to maintain a healthy work-life balance. We provide a comprehensive employee assistance programme for all our team which includes access to legal advice, counselling and support.
Pension:	Green Alliance provides an auto-enrolment pension with Aviva. All employees receive a pension contribution up to 7.5 per cent of gross salary which may be paid into this scheme or another of their choice.



## 9. Application process

Applicants should complete and return the application form downloaded from the Green Alliance website to [recruit2@green-alliance.org.uk](mailto:recruit2@green-alliance.org.uk). You should focus in particular on how you meet the person specification. Please save and send your completed application form as a Word or PDF document titled Your Name\_Comms. Applications by CV will not be considered.

The closing date is Monday 4 July 2022 at 10am. The first round of interviews will be held online on w/c 18 July 2022.

If you have any queries or would like an informal discussion about this role, please contact Karen Crane at [kcrane@green-alliance.org.uk](mailto:kcrane@green-alliance.org.uk), in the first instance. All expressions of interest will be received in confidence.

We are committed to building a diverse team and strongly encourage applications from all members of the community, including under-represented groups in the charity and environment sectors such as people from black, Asian and minority ethnic backgrounds, LGBTQIA+ people, people with disabilities, people with experience in the care system, non-graduates and first in family graduates. We strive to be an equal opportunities employer and will accommodate special requirements wherever possible.

Please note that we can only accept applications from individuals with the right to work in the UK. We are unable to sponsor working visa applications.