

Information pack

Communications officer

October 2023

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.

2. The role

We are looking for a creative individual to play a pivotal role in crafting, editing and producing impactful content able to influence senior decision makers to raise their environmental ambitions. You will bring your energy and ideas to our communications strategy, particularly our social media output. You will also oversee communications with our network and followers across platforms, inspiring them to support our work.

You will already have solid experience of delivering effective communications for an organisation and will know how to adapt compelling content for different audiences; and ideally have good understanding of environmental policy and political issues.

The role requires excellent interpersonal skills as you will regularly liaise with our senior staff and project leaders, supporting them to maximise the reach and impact of their work.

Excellent drafting, proofing and editing skills are needed to make sure we always produce outputs of the highest standard. Your keen attention to detail and sound judgement will be vital to protect Green Alliance's brand integrity. And your strong analytical ability will help us to report effectively on the impact of our communications across all platforms and media to inform future strategy.

You will have the opportunity to use your interest in new ideas, communications insights and creative instincts to work strategically to grow our audience.

3. Position in the organisation

The communications officer will report to the senior press officer. This role is in Green Alliance's small and effective communications team which includes the head of communications, events and engagement manager, senior press officer and communications assistant.

The post holder will collaborate with other members of the team to ensure joined up, effective communications and will work directly with policy and politics staff on communicating their work.

4. Key tasks and responsibilities

Production and content

- Assist in editing and producing high quality reports and other published material to ensure impact.
- Writing both short and long form content to promote Green Alliance's work.
- Support Green Alliance's projects, outputs and events by devising promotional strategies that help to achieve policy and political impact.
- Oversee social media strategy: curating a steady stream of original content and engagement, promoting our outputs and messages, to maintain and raise our profile with target audiences.
- Manage and promote Green Alliance's podcast in line with our strategic objectives, including reviewing its role in our communications.
- Plan and oversee communication with our network of members, partners, cross sector audiences and funders, including curating and compiling content for a new weekly newsletter.
- Work with colleagues to ensure our CRM system is being used to support Green Alliance's communications goals.

Strategy and planning

- Along with the rest of the communications team and senior staff, participate in devising and executing communications strategy to meet organisational objectives.
- Work with staff to build compelling narratives and devise effective messages that cut through with our audiences.

Monitoring and evaluation:

- Monthly evaluation and reporting of communications activity to staff.
- Compiling the quarterly report to the senior management team, reporting against communications objectives.

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 and experience

Essential:

- At least three years' broad experience in a relevant communications role, demonstrating significant responsibility for central communications activities.
- Excellent copywriting, editing and proofing skills with a flair for telling stories, shaping narrative and adapting writing style for different audiences.
- Excellent digital communication skills, with strong experience of managing online platforms, image, video and audio editing to create impactful communications.
- Clear understanding of the principles of good communications.
- Excellent interpersonal skills.
- Excellent attention to detail.
- Ability to act on own initiative and exercise sound judgment.
- Good organisational skills and time management.
- Flexible team worker.

Desirable:

- Understanding of environmental policy and politics issues.
- Google Analytics experience.
- Event management experience.
- Experience of working with the media.
- Good general 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

Under our current strategy, Green Alliance is working 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.

Our aims:

- 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:	This post is advertised as a full time permanent contract. We are happy to consider flexible working arrangements.
Salary band:	£34,663 to £38,017
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:	Green Alliance's office is in central London and is fully accessible. We support hybrid working and expect staff to be in the office for at least two days a week, with flexibility to work from home the rest of the time. We will provide IT hardware and other equipment needed for working from home, but you will need good internet access.
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.
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 which includes access to legal advice, counselling and support; a cycle to work scheme; and interest free season ticket loans.
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 recruit1@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 for applications is 10am, Tuesday 21 November. The first round of interviews are expected to be in person at our office on 4 December 2023.

If you have any queries or would like an informal discussion about this role, please contact Tom Jeffery tjeffery@green-alliance.org.uk or Karen Crane at kcrane@green-alliance.org.uk All expressions of interest will be received in confidence.

At Green Alliance we believe that a diverse team leads to higher quality policy development and advocacy for the environment. We value the breadth of lived experience of our staff and support people to thrive. We encourage applications from all sections of society, particularly those from working-class backgrounds and people of colour who are under-represented in the environment and think tank sectors, to help us achieve our vision of a green and prosperous UK for all.

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.