

Information pack

Communications assistant

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 expanding our communications team. For this new role we are looking for an enthusiastic, creative individual who wants to pursue a career in communications. You will be excited by the prospect of supporting us to improve and maximise our impact.

You will be in the early stages of developing your career in communications and will be keen to learn, develop and hone a wide range of skills in digital communications, media, events management and publication production. Interest in and understanding of environmental policy and politics would be an asset.

You will need excellent interpersonal skills as you will regularly liaise with our staff and support them to communicate their work.

As an unflappable multi-tasker, you will be someone who enjoys managing varied work and who takes great pride in producing content to the highest standard and takes pleasure in achieving success as part of a team. Attention to detail and sound judgement are vital in this role to maintain Green Alliance's brand integrity.

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

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

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

## 4. Key tasks and responsibilities

### Production and content assistance

- Manage and regularly update content on the website (Wordpress) and all platforms where information about Green Alliance and its work is communicated.
- Assist staff when required in recording and presenting audio and video content.
- Prepare and upload blog posts to Green Alliance's Wordpress site.
- Liaise with external web developers on website development and maintenance.
- Proof and check content for publication to ensure it meets Green Alliance style.
- Work with the communications officer and the senior press officer on drafting content for digital platforms and the media.

### Communications planning and media assistance

- Assist in updating and maintaining Green Alliance's forward planner.
- Regular daily media monitoring, shared with policy and programme assistants, to track relevant stories and Green Alliance mentions.
- Deputise for the senior press officer on Fridays and at other times, fielding media queries.

### Events assistance

- Help with logistics and administration in advance of events, including making badges for attendees and venue liaison.
- Assist in gathering and compiling details for speaker briefings.
- Assist onsite at events, for instance managing the registration desk.

### Contact management assistance

- Help staff to keep their contacts updated on the database.
- Assist with weekly newsletter compilation.
- Compile mailing lists for event invitations and other network communications.
- Update information on the database following bounce backs.
- Assist with tracking and data analysis.

**Other:**

- Administration related to supporting effective organisational communications, for instance, keeping stored files and folders in order, and dealing with online platform subscriptions and publication registrations.
- 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 digital communication skills, with strong experience and aptitude in managing online platforms, image, video and audio editing.
- A high standard of written English.
- Excellent copywriting, proofing and editing skills with an ability to adapt writing style for different audiences.
- An understanding of good communications principles.
- 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 issues.
- 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

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 12 months fixed term contract. We are happy to consider flexible working arrangements.
Salary band:	£25,341 to £28,341
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 [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\_CommsAsst**.

Applications by CV will not be considered.

**The closing date for applications is 10am Monday 27 November.** The first round of interviews are expected to be held in person at our office on 12 December 2023.

If you have any queries or would like an informal discussion about this role, please contact Siri McDonnell [smcdonnell@green-alliance.org.uk](mailto:smcdonnell@green-alliance.org.uk) or Karen Crane at [kcrane@green-alliance.org.uk](mailto: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.**