

Communicating the Race Equality Message Effectively

CREME Communications Project Officer post

Salary Grade: £35,000

Conditions: Non-contributory pension of 5% (after six consecutive months); 26 days annual leave; 37.5 hour week.

Terms: 3yrs, Full-time

Responsible to: The Chief Executive the 3 partner organisations at ROTA /Runnymede Trust/Black Training and Enterprise Group.

Job Description and Person Specification

Background to the CREME project:

The project is funded for three years by City Bridge Trust as part of its Cornerstone partnership funding.

The project will deliver a package of communications and media support services to staff, board members and volunteers of approximately 200 voluntary organisations, (predominantly grassroots groups) over the 3 years of the project.

The project will enable excluded communities to strengthen their voice and increase their effectiveness in undertaking communications and media engagement work, thereby enabling them to better champion the value that their constituent communities bring to London.

Overarching Responsibilities will include:

Coordinating and facilitating meetings between partner organisations to respond to local, regional or national issues and opportunities in raising issues of importance to BAME organisations and the people they represent.

Working with organisations across London to create campaigns and messages to shift public perceptions.

Training and advising 200 London based BAME and race equality organisations in developing their communications skills and profile.

Supporting the sector to increase the quantity and quality of communications outputs

Supporting ROTA, BTEG and Runnymede to embed communications within these organisations and the wider Coalition for Race Equality.

The Communications Project Officer will be placed at ROTA as the lead organisation for two days a week, and each of the other two partners for one day a week. The remaining day will be allocated to external visits, networking and off-site project activities.

Equal opportunities statement

The three partner organisations are leading race equality bodies in London and promote equal access and targeted activities addressing discrimination in all aspects of their work.

The project's services will be fully accessible and inclusive, and provided to a diverse range of voluntary organisations – in particular those representing Black, Asian, Minority Ethnic and Refugee (BAMER) communities, and other equalities target groups. All the project activities and services will be fully accessible. The services will also be designed, delivered and targeted in a way that will encourage take-up by organisations serving communities experiencing multiple disadvantage (intersectionality).

As part of its recruitment policy, ROTA intends to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement which is not demonstrably justifiable within the person specification.

Communications Project Officer (5 days per week)

Job Purpose

The main responsibilities of the post-holder are:

- To develop strategies for ROTA, Runnymede and BTEG's communications approaches (working with the Chief Executives and other senior staff of these organisations)
- To work closely with ROTA, Runnymede and BTEG staff to identify and develop communication/media lines from work streams and reports
- To be a first point of contact for journalists; identify stories; draft press releases and generate positive media coverage for the three partner organisations in national, regional, local and specialist outlets;
- To work with ROTA, Runnymede and BTEG staff to plan media activity into events, report launches and to brief and give feedback to staff or trustees before and after interviews
- To facilitate media training for the partner organisations and 200 London BAME organisations over the 3 year period of the project
- To edit / draft and place blogs in external media outlets;
- Maintaining and growing social media presence and following.
- Supporting Alumni
- Managing the project budget and ensuring expenditure is properly monitored and accounted for
- Evaluation. An internal evaluation and review will be undertaken at the end of each year of activities, and the overall programme will be the subject of a detailed independent evaluation in the final year.

The Communications Project Officer will directly, and through the use of communications and media practitioners and volunteer mentors, deliver:

- A training programme; consisting of workshops, seminars and master classes; in media and communication skills to enable the voluntary sector to frame messages and pitch articles and ideas to the press and other media, and secure a better representation of race equality issues and the valuable contribution London's diverse communities make to the capital. The topics that will be covered will initially include: drawing up media engagement strategies and assembling media contact lists, drafting press releases and coordinating joint letters/statement to the media,

communications and media training and tips on how to secure and conduct interviews, and using new technology and social media more effectively. The content of the training programme will be reviewed during the course of delivery and in consultation with the participants and the project's reference group. Any changes to the programme, will be subject to the agreement of the funder.

- A supported alumni group bringing together current and former participants in the training programme.
- One- to-one support to voluntary organisations to help with specific media campaigns, and coordinating initiatives where more than one organisation are doing similar work.
- Assistance to organisations which have big set pieces planned (reports/surveys etc) by bringing the sector and other supportive bodies behind the piece of work.
- A web-based toolkit to help organisations devise and develop their communications and media engagement strategies.
- A mentoring service, matching staff, board members and volunteers of grassroots organisations to press and communications practitioners (mentors) from across the voluntary, public and private sectors.
- Half-yearly conferences and events focusing on issues of common interest at key times in London's communications-focused events calendar (eg local elections, mayoral hustings, major consultation exercises affecting diverse communities etc).

The training and capacity-building programme will directly benefit some 100 people from BAMER and other equalities-focused organisations over three years. There will be two cohorts (average 18 people per cohort) per year, and the substantive programme of group sessions, seminars and master classes will span over a period of six months. Therefore, in total, there will be six cohorts over the lifetime of the project.

In addition to the 100 participants, one-to-one and specific support will be provided to a further 100 instances of assistance with voluntary organisations' communications and media engagement work. The participants in the semi-annual larger events will be drawn mainly from the project training programme participants and organisations engaged on a one-to-one basis.

The project's beneficiaries will be drawn from across Greater London.

Regular Tasks

- Clearing and distributing news releases, maintaining a database of journalists;
- Media monitoring and evaluation;
- Drafting press releases;
- Digital and social media;
- Identify newsworthy stories and top-line messages, including from ROTA and Runnymede projects;
- Discussing and developing possible blogs for different media outlets in relation to media stories and staff projects
- Taking photos at events; shooting simple videos, editing, posting to YouTube and digitally disseminating them.
- Coordinating and servicing the Reference group

The project delivery will be based on a detailed work programme setting out the overall impact, and annual outcome targets linked with each of the activities. There will be a reference group composed of the three chief officers of the partner organisations, the project officer, two communications and media practitioners, and two representatives from project participants. The reference group will meet on a bi-monthly basis to monitor the project's progress with delivering the activities and outcomes. There will be a continuous review of the project activities to ensure that they are on target, and that they meet the needs of the sector.

We will work with the Cornerstone programme's Learning Partner – Collaborate CIC, and disseminate the reviews and insights emerging from the project with wider stakeholders: the voluntary sector, funders, practitioners and academic institutions.

Person Specification

Required:

- At least 2 years experience of experience in the communications/media field
- Intuitive news sense, including the ability to speed-read reports and identify newsworthy stories and top-line messages;
- Excellent written communication skills, including the ability to write copy for a range of audiences and formats based on complex, technical content e.g. news releases, blogs, articles, scripts and website content;
- Excellent verbal communication, including the ability to 'sell in' stories and 'cold-call' journalists;
- Experience of preparing spokespeople for broadcast media interviews;
- A commitment to race equality, equal opportunities and human rights;
- Ability to prioritise and work to tight deadlines without administrative support;
- Strong interpersonal skills; the ability to deal with people at all levels,;
- The ability to work as part of a small dedicated team;
- Comfortable working with digital and online tools.

Desirable:

- Experience of working on race, social justice and/or human rights issues;
- Some experience of working as a journalist and/or has strong links with journalists
- Experience of working with researchers or in a research-led or data-driven environment;
- Demonstrable photography and/or video skills;