

Job Title	Media & Communications Manager, Policy Connect
Reporting to	Chief Executive
Location	Borough, London
Salary	Competitive
Hours	Full-time – possibility for flexibility
Contract type	Permanent with a 3-month probationary period
Industries you will work with	<ul style="list-style-type: none"> • Parliament and politicians • Education • Health • Sustainability • Manufacturing, industry, technology and data, • Creative industries, • Public affairs/media • Civil Service • Academic and Research institutions • Third sector
Job detail	<p>Would you like to influence public policy decisions in government and parliament? Can you quickly see the interesting policy angle and know which of your contacts in the media to approach?</p> <p>Policy Connect is a cross-party think tank leading the development of new public policy ideas through cutting-edge research and evidence, and collaboration with parliamentarians, business, academia and civil society. We are looking for a talented and proactive Media & Comms manager to raise the profile of our policy thinking, especially in the national print and broadcast media, digitally and online. You will have close contacts in key national media channels, understand how to exploit digital and social media, and be comfortable working with MPs, Lords and the media teams of key stakeholders.</p> <p>You will be able quickly to assimilate and distil information into key messages for the press; know how to package those stories to deliver Policy Connect's objective of improving public policy through government and parliament; have a great eye for design and branding; and be able to work effectively with designers and printers.</p> <p>Being a social enterprise, we will expect you to be passionate about the public policy areas covered by Policy Connect: education and skills, sustainability, health, design and innovation, technology, manufacturing.</p>
About Policy Connect	<p>Our Mission Leading the development of new policy ideas through evidence and collaboration.</p> <p>Who we are We are a membership-based, not-for-profit, cross-party think tank. We bring together parliamentarians and government in collaboration with academia, business and civil society to inform, influence and improve UK public policy through debate, research and innovative thinking, so as to improve peoples' lives.</p> <p>We lead and manage an extensive network of parliamentary groups, research commissions, forums and campaigns. We are a London living wage employer and a Member of Social Enterprise UK, and have been operating since 1995.</p>

Benefits of working for us	<p>Policy Connect offers an open, vibrant work environment close to the heart of UK politics. In a close-knit team of 25 staff, you will experience the buzz of working in Westminster and the passion of working to make a change to people's lives for the better.</p> <p>You will be able to have great degree of influence on the shape of your policy field and work in developing the team further.</p> <p>Benefits include:</p> <ol style="list-style-type: none"> 1. Paid leave for volunteering (up to 4 days per annum) 2. Pension contributions of 6% (exceeding the statutory minimum for employers) 3. Learning and development programme (collective and individual) and the opportunity to attain professional qualifications 4. Interest-free loans for transport 5. Cycle-to-work scheme 6. Flexible working arrangements 7. Employee Assistance Programme
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How to apply

Please send your CV of **no more than 3 A4 pages** and a covering letter of **no more than 1 A4 page** setting out how you meet the job description and person specification, and a completed [equal opportunities monitoring form](#). **Please send your documents as a word file and include a second copy of your cover letter and CV with your name erased.**

Please send these to careers@policyconnect.org.uk. Please include **"Media & Communications Manager"** in the application email subject line.

We are an equal opportunities employer and encourage applications from all suitably qualified individuals regardless of race, sex, disability, sexual orientation, religion or belief, age, marital status or civil partnership, pregnancy/maternity or gender.

Please contact the Chief Executive jonathan.shaw@policyconnect.org.uk if you have any questions regarding the role or Policy Connect.

Selection procedure and deadlines

- **Closing date:** 14 August 2019, 00:00 GMT
- **Interview date:** 28 August – includes panel interview and written test
- **Start date:** as soon as possible

The role	<p>You will report directly to the Chief Executive, and work with the Business Adviser. You will attend key meetings of the Senior Management Team to provide strategic comms input to business planning.</p> <p>You will have the following key responsibilities:</p>
Main duties	<p>PR and media, including new media</p> <ul style="list-style-type: none"> • Engage proactively with policy and research staff across Policy Connect to develop media strategies and campaigns to raise the media profile of each parliamentary group and its work; • Proactively source media opportunities for Policy Connect, including through innovative campaigns, communication methods and platforms; • Work with policy and research staff to help them express their policy recommendations in such a way as to have best impact; • Sell-in stories to national print and broadcast media, including specialist and trade media;

	<ul style="list-style-type: none"> • Work with our policy managers to prepare them to be spokespersons for our policy ideas; • Work with key partners and their press representatives to raise the profile of our policy ideas through third-party endorsement using their media channels and big names; • Develop your existing network of journalists and media contacts in Policy Connect’s policy areas; • Maintain an up to date press database, contacts book and clippings log; • Evaluate impact and outcomes of all communications work including through the use of analytics; course correcting where needed. <p>Digital & social media</p> <ul style="list-style-type: none"> • Developing and leading social media strategies and campaigns integrated into projects and publications; • Overall responsibility for the look and feel of Policy Connect’s websites and newsletters, including providing overall brand consistency and supporting the teams to create visually interesting content; • Manage external contractors for the updating and refreshing of Policy Connect’s websites; • Overall responsibility for managing and directing content for all social media accounts within the Policy Connect network, including LinkedIn, all twitter accounts, and paid-for content; • Specific responsibility for designing visual and video content. <p>Branding</p> <ul style="list-style-type: none"> • Acting as brand guardian and developer, maintain brand consistency, including publications, digital materials and newsletters, social media and more. <p>Publications</p> <ul style="list-style-type: none"> • Advising on the flow and structure of Policy Connect reports to ensure they are visually arresting; • Lead responsibility for managing and advising external contractors on the design and print of all reports produced by Policy Connect teams; • Responsibility for undertaking and advising on design and print of in-house produced documents using e.g. Canva. <p>Procurement and external suppliers</p> <ul style="list-style-type: none"> • Responsibility for owning and managing relationships with external service providers, including design agency, website hosting agency, printers, PR Newswire, DeHavilland Monitoring and more. <p>Internal communications</p> <ul style="list-style-type: none"> • Work closely with the Senior Management team to support their internal communications.
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<p>Person requirements</p>	<p><u>Essential</u></p> <ul style="list-style-type: none"> • Demonstrable successes in delivering PR campaigns and in raising the profile of organisations in a way that enhances their reputation. • Ability to work at Board level. • Dynamic worker, happy to work within a small team and willing to adapt work to meet changing short and long-term objectives. <p><u>Personal qualities</u></p> <ul style="list-style-type: none"> • Deep understanding of what drives reputation and what makes a great news story; • Proactive and tenacious PR and media relations expert, with good knowledge of social media; • Fluent communicator both oral and written, able to boil down complex issues into simple messages; • Confident with senior stakeholders, knowing how to influence and motivate; • Able to engage with fast-breaking, high-profile news stories, to take opportunities to deliver business objectives and enhance reputation; • Demonstrative continuous self-improvement e.g. through membership of relevant professional body.
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