

Job Title	Social Media Coordinator, Policy Connect
Location	Borough, London (currently remote working and flexible working arrangement in the future)
Salary	£22,816 – £28,122
Hours	Full time or part time job share
Contract type	Fixed term, 12 months
Job overview	<p>Do you have what it takes to drive up social media engagement, event attendance and website traffic? Are you creative and enjoy thinking up interesting new ways to reach wider audiences online, through exciting content and innovative campaigns? Do you enjoy working with the media and seeing colleagues cited in the press?</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 proactive social media coordinator to help us raise the profile of our policy thinking, research and event schedule.</p> <p>You will understand how to exploit social media effectively and be confident planning and delivering campaigns to increase reach and impart key messages. You will have excellent interpersonal skills and be comfortable working closely in a small team as well as with communications teams of key stakeholders. You will have a good eye for interesting content and be able to work effectively with external designers to create digital and printed materials.</p>
About us	<p>Policy Connect is 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 Disability Confident, London living wage employer and a Member of Social Enterprise UK, and have been operating since 1995.</p> <p>Our work focuses on key policy areas including: health & accessibility; education & skills; industry, technology & innovation; and sustainability. We shape policy in Westminster through meetings, events, research and impact work.</p> <p>Our mission is to lead the development of new policy ideas through evidence and collaboration.</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 – albeit through on-line events at present - and the passion of working to make a change to people's lives for the better.</p> <p>Our staff 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 and tech 5. Cycle-to-work scheme 6. Flexible working arrangements 7. Employee Assistance Programme

How to apply

Please read the job description and candidate specification below, and supply your **CV of no more than two A4 pages**, a **covering letter of no more than two A4 pages** and a **completed equal opportunities monitoring form** via the Policy Connect applicant portal at: <https://apply.talentvine.co.uk/vacancy/preview?id=48972>.

Please ensure that your covering letter refers specifically to how your experience relates to the main duties and person specification required for this role.

We are a disability confident and equal opportunities employer and welcome 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.

If you wish to discuss the position please contact alice.webster@policyconnect.org.uk to arrange a call.

Closing date: 28 July 2021, 23.59pm

Likely interview date: During the week commencing 2 August 2021

Start date: as soon as possible

A. Main duties	<p>You will report to the Communications Manager, who reports directly to the Chief Executive. You will have the following key responsibilities:</p> <ol style="list-style-type: none"> 1. Social media management <ul style="list-style-type: none"> • Manage the Policy Connect Twitter and LinkedIn accounts, promoting the work of the organisation in timely and engaging posts and content. • Support the development of arresting content for social media accounts including LinkedIn, all twitter accounts, and paid-for content. 2. Content creation, including digital and printed materials <ul style="list-style-type: none"> • Support the policy teams to create visually interesting content, including graphics, infographics and videos. • Responsibility for undertaking and advising on design and print of all documents and reports produced by Policy Connect teams. 3. Event promotion <ul style="list-style-type: none"> • Work with teams to ensure all events are promoted on social media. • Liaise with external attendees and speakers to engage with their comms networks. • Own relationships with external agencies to ensure our key events are publicised. 4. Press and Media work, supporting the Communications Manager in <ul style="list-style-type: none"> • Sourcing media opportunities for Policy Connect, through existing relationships, media enquiries and pitching. • Engaging proactively with colleagues across Policy Connect to support the development of media strategies and campaigns, including print, broadcast and social media. • Pitching and selling-in stories to national print and broadcast media, including specialist and trade media. • Working with policy and research staff to help them express their policy recommendations in such a way as to have best impact. 5. Branding and Style, supporting the Communications Manager in <ul style="list-style-type: none"> • Maintaining Brand and Style guidelines to provide overall brand consistency. • Acting as brand and style guardian in accordance with Policy Connect's brand guidelines, maintain brand consistency, including publications, digital materials, social media and more.
B. Person requirements	<ul style="list-style-type: none"> • Understanding of style and content management to ensure high-quality products both digital and non-digital. • Fluent communicator both orally and in writing. • Ability to adapt style of communication to different audiences and channels. • Confident with senior stakeholders, knowing how to influence and motivate.