

NEON

Head of Communications, NEON

Location: London

Salary: £39,885 - £45,869 pro rata (depending on experience)

Hours: 4 or 5 days per week

Application deadline: 11.59pm, Wednesday 25 April - details below

First interviews: Tuesday 1 May

Second interviews: Wednesday 9 May

Benefits: 7.5% employer matched pension after probation, flexible working and 25 days holiday per year (plus bank holidays and Christmas break)

Reporting to: Executive Director

Responsible for: Senior Press Officers (x2), Assistant Press Officer and contractors

About the role:

The Head of Communications is a new role for NEON, leading our ambitious new Communications Hub. The Hub will network communication strategists across the progressive movement, develop and share messaging across a range of issues and work with Hub members to develop and implement a media strategy to shift the narrative towards a sustainable economy both in the UK and with partners internationally.

The Hub will build off the success of "[Framing the Economy](#)", an 18 month programme which researched a new story on the economy and ways to apply this to a range of issues from the environment to inequality. Through building the Communications Hub you'll get to work with top level media and communications staff, both within our team but also across the networks we work in.

The Hub will deploy a range of tactics to get its messages heard, from a budget for regular polling and contracting investigative journalists, to creating video content, and training the hundreds of organisations that make up the NEON network. The Hub will contain NEON's [Spokesperson Network](#), which trains up and boosts the number of progressive, diverse voices in the mainstream media. To date it has booked over 800 high-profile broadcast media appearances on outlets such as Sky News, Channel 4 News and the BBC Today programme.

The Hub will also develop an international network of groups and organisations working on socially and environmentally just economy framing and communications infrastructure. The international network will share framing lessons, communications skills and collaborate together on stories. The programme will support members to replicate elements of the Hub in two other countries.

NEON

We expect one third of the job to be developing long-term strategy and two thirds oriented towards working directly with the Comms Hub team and network members on story development and communication. This will include communications field and trend analysis and working with Hub members on preparing media lines, roles and polling questions around future “trigger events”, such as another financial crash or flooding.

This job is a chance to think big and be ambitious. Over the next three years we want demonstrable impact on the battle for a sustainable economy. Reporting directly to the Director and responsible for a staff of three, this is a senior leadership role and the successful candidate will be a key member of the leadership team alongside the Head of Training, Head of Organising and our Head of Operations.

Key responsibilities:

- Lead the development of the Communications Hub strategy, including piloting ideas, team wide experimentation and systematisation of materials and practices
- Lead the set-up of an international network of framing and communications infrastructure groups to learn from one another and support them to build their own capacity and work
- Oversee the Spokesperson Network, helping to develop a regional expansion plan and increasing high profile bookings
- Manage relationships with project partners – including PIRC (Public Interest Research Centre) who lead on longer term framing research for the Hub
- Monthly oversight over the Hub’s finances (starting budget £300kpa) including a £5-6k monthly spend for polling and investigative journalism and contractor commissions
- Lead on project evaluation
- Fundraising and evaluation for the Hub’s ongoing needs
- Line manage the Senior Press Officers and consultants on the programme
- Work as part of the broader NEON leadership team, aligning strategies and impact
- Attend and participate in quarterly Board meetings, as and when requested
- Provide relevant status updates and report to the Director and the Board
- Provide input to the strategic direction of the organisation and deputise for the Director when necessary.

About you:

You’ll be a highly competent communications professional who is able to spot angles in stories where progressives could be making more of an impact. You’ll have a demonstrable history of shifting large, important national media narratives in real time.

NEON

You'll work with our team, Comms Hub members and partners to develop effective communications strategies that will break out of traditional progressive media silos. You will naturally be full of ideas about the organisations, capacities and processes progressives need in order to better effect narrative change; both here and abroad. The news cycle isn't restricted to office hours, so occasionally you'll be willing to put in extra hours when big opportunities come up.

As a member of the leadership team, you will be required to operate across many levels. You will have experience of managing teams and be capable of working on multiple projects simultaneously, while delivering to a deadline. The role is complex, so an ability to juggle and adapt quickly to changing priorities is essential. You will embrace an ethos of collective working and be a strong team player, helping to bring the most out of our excellent team.

We value solidarity, generosity and respect – if that's the kind of community you believe you can help us build, we'd like to hear from you.

Key skills and experience

1. Essential

- At least 5 years of experience in journalism, communications, media relations or a role that incorporates these skills with a proven ability to influence debate
- A strong media and political contact book
- Experience of creating and implementing media and social media strategies
- Strong knowledge of the political and economic landscape
- Proactive and well organised, with the ability to meet tight deadlines and manage multiple priorities
- Excellent project management capabilities
- Good writing and editing skills, including an eye for detail
- Excellent interpersonal skills
- Excellent knowledge of the environmental, economic and social justice campaigning community
- Good IT skills, notably Microsoft Office
- Experience of operating in a leadership or management role
- Ability to lead a team, develop and support key personnel
- Exceptional communication skills
- Strong interpersonal and organisational skills
- Capacity to manage a number of varied projects and meet tight deadlines
- Ability to work well under pressure and meet the demands of a dynamic organisation
- An affinity with NEON's aims and objectives and organisational values of solidarity; generosity and respect.

NEON

2. Desired knowledge/experience

- Experience of working with an organisation with a substantial media profile
- An understanding of framing theory
- Experience of commissioning polls and strategically utilising the results
- Experience of coordinating media responses in a 'hostile environment'
- Experience in working in or with the range of groups that are in the NEON network – including knowledge of the international landscape
- Experience of booking and training spokespeople for broadcast appearances.

About us:

The New Economy Organisers Network (NEON) is a network of over 1,600 activists working to replace neoliberalism with an economy and politics based on social and environmental justice. Our members come from over 900 trade unions, grassroots groups, non-governmental organisations (NGOs), faith-based campaigns, political parties and movements.

We run trainings, share skills and coordinate together on campaigns helping people to lead movements like [Just Treatment](#) (organising patients to fight for the NHS) through to working with our members to get nearly [800 media bookings](#) across the UK's biggest TV/Radio outlets. We're ambitious and the team is agile, fast paced and committed to actually changing things. After a successful year, we're growing the team to meet the needs of our members and our three year organisational strategy.

To build the power of movements for social and economic justice we organise our work around three goals:

- **Connect** we want to bring together people who aren't usually in the same room, working across many different issues and from many different struggles because together there is strength. In particular, we want to build the power of campaigners and organisers from groups most often affected by injustice to help change the leadership of our movements
- **Focus** is about how we support our members' work to transform our social and economic systems through prioritising key battles. Our aim is to help members work together to win bigger change on key battleground issues, such as health and precarious work
- **Build** means supporting the development of key institutions that underpin the wider progressive movement. The range and diversity of groups needed is wide - from campaign groups to policy or training institutes. We help our members develop excellent institutions and structures that support many others.

To build a culture and community that lasts, we organise around three values:

NEON

- **Solidarity** - we're here to change the system and that requires working together across issues and sectors that aren't normally in the same room. This means placing anti-oppression at the heart of our work and building the power of people most often affected by injustice to change the leadership of our movements
- **Generosity** is about sharing our time, resources and learning with one another as we support each other's work. It means being open and honest with one another, especially when we hit problems, and thinking creatively about how we positively build from there
- **Respect** is the bottom line for all relationships in NEON. It means being respectful of different backgrounds and life experiences and giving space for all voices to be heard. This often means listening more than we talk and being open to changing ourselves as a result of what we hear.

Values and behaviours

- A transformational approach to leading and leadership across the organisation
- Personal commitment to NEON's mission to replace neoliberalism with an economy and politics based on social and environmental justice
- Commitment to eradicating oppression and building connections with marginalised groups
- Ability to reflect and learn, including sharing failures and uncertainties. Openly taking feedback from the team and members of the community on your behaviours and work
- Commitment to learning how to align your actions with the values of NEON: solidarity; generosity and respect
- Growing levels of self-awareness, including an understanding of how your background has shaped the opportunities afforded to you and how you relate to people from different backgrounds
- Willingness to develop emotional intelligence, including a growing ability to empathise with and appreciate others, creating opportunities for those you work with to grow and develop
- Ability to work across all levels and demonstrate a team-player and 'can do' attitude.

How to apply:

Our application process is pretty straightforward. Just fill out the application form: <https://bit.ly/2Ef4Lht> and submit it to jobs@neweconomyorganisers.org by the deadline.

Application deadline: 11.59pm, Wednesday 25 April

Interviews: Main interviews Tuesday 1 May, with second interviews on Wednesday 9 May

NEON

If you have any questions about the role or are worried about applying please email daniel@neweconomyorganisers.org.

We are committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in progressive movements and we're committed to doing what we can to correct this. We are particularly keen to receive applications from Black, Asian and minority ethnic people; people with disabilities; people who identify as being LGTBQIA; people who have a mental health condition; and people who identify as working class or have done so in the past.