



Press Officer: North West (Maternity)

Location: Manchester (preferred) or London. Staff are currently working remotely

Salary: Starting salary of £30,177 (2020 cost of living increase included)

Contract type: Fixed-term 12 months (Maternity cover)

Hours: 3 days per week

Benefits: 7.5% employer matched pension after probation; flexible working; 25 days holiday per year (plus bank holidays and Christmas break) increasing by one day per year worked, after 2 years of service; and generous staff development package

Reporting to: Head of Media

Application deadline: 23.59pm, 16th August 2020

Interviews: For successful applicants, interviews will be held week commencing 31st August

About the role:

The New Economy Spokesperson Network is a project to train up and substantially boost the number of progressive, diverse voices in the mainstream media. We have begun building our regional media presence outside of the national and London base, starting in Manchester and the North West. This role will be responsible for recruiting spokespeople and establishing strong media contacts across the North West region, implementing the lessons of our recent regional communications review, alongside managing this project.

You will act as a Press Officer for members of the network, including identifying broadcast opportunities, being in regular contact with spokespeople to help them develop messaging on key issues and proactively contacting outlets to get our spokespeople into broadcast and print.

In short you will be both a press officer and a media trainer.

Key Responsibilities:

1. Continue the strategy development and expansion of the North West Spokesperson Network
2. Proactively seek press opportunities for North West spokespeople, working with them to deliver effective appearances on TV/Radio



3. Keep on top of the local and national news agenda to brief members of the network and prepare them for media appearances and develop media strategies for our work
4. Deliver media training for our spokespeople and allied organisations, campaigns and communities including liaising with and occasionally working on behalf of the national Spokesperson Network working with the Communications Officer to manage the training
5. Deliver other communications training such as 'how to write a press release', or similar
6. Support the network by recruiting new North West spokespeople, facilitating peer-mentoring, facilitating workshops and maintaining our online network discussion forum on key framing and communications topics
7. Play an active role in the wider Comms Hub, attending and feeding into key messaging and narrative development and supporting the Director with overall strategy
8. Covering the national Spokesperson Network occasionally when the Head of Media is busy - by pitching spokespeople into the national media, and arranging interviews.
9. Manage the regional budget for Spokesperson Network (approx. £50kpa+)
10. Under the direction of NEON's Director of Comms, report to funders and the Board etc, as required.
11. Work as part of the broader NEON team, with a focus on bringing our other NEON programmes, such as Movement Builders to the region - we're a small team and support each other and the development of the organisation
12. Play an active part in the whole NEON team, contributing to organisation-wide plans

Key Skills and Experience

Essential

- Entry level experience in journalism, communications, media relations or a role that incorporates these skills, this experience could be in a voluntary or professional context
- Experience of and an understanding of the media landscape in the North West, or an ability to quickly understand it
- Knowledge or willingness to learn about the UK political and economic landscape

- Project management experience, demonstrated by being proactive and well organised, with the ability to meet tight deadlines and manage multiple priorities
- Good writing and editing skills, including an eye for detail
- Excellent interpersonal skills
- Logistical skills, including cost negotiations, venue liaison, transport etc
- Ability to work well under pressure and meet the demands of a dynamic organisation
- Proven understanding of anti-oppression work and commitment to tackling all institutional forms of oppression, bigotry and exclusion
- An affinity with NEON's aims and objectives and organisational values of solidarity, generosity and respect

Preferred/Optional

- Experience of building media and political contacts
- Knowledge of the economic and social justice campaigning community
- Demonstrable experience in campaigns for social, economic or environmental justice
- Experience of working in or with the range of groups that are in the NEON network
- Good knowledge of social media

Values and behaviours

- Personal commitment to NEON's purpose of building the strength of movements for social, economic 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.



Workplace Benefits

- 25 days holiday per year (pro rata), increasing by one day per year worked, after 2 years of service
- Extra annual leave per year to cover the Christmas break (non-transferable)
- Pension contribution up to 7.5% after completion of probation
- Cycle to work scheme
- Employee Assistance Programme, including up to 6 sessions of free counselling
- Eyecare benefit: Employees can request an eye-test and a pair of glasses paid for by NEON, if required for screen use and other purposes

How to apply

Our application process is pretty straightforward. Please complete this [application form](#) and send this and a completed [Equal Opportunities Monitoring form](#) to jobs@neweconomyorganisers.org.

Application deadline: 23.59pm, 16th August 2020

Interviews: Week commencing 31st August. Successful applicants will have two interviews for this post. The first interview will have two parts - an interview with a panel of NEON staff, and a task. The second interview will have two parts - another interview with the same panel as the first one, and an interview with other NEON staff.

If you have questions about the role or are worried about applying you can get in touch on jobs@neweconomyorganisers.org or 020 7749 1111. We will treat the data you provide in your application in accordance with our [Privacy Policy](#).

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 people of colour; 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.



About NEON:

The New Economy Organisers Network (NEON) is a not-for-profit company with 15 staff. We also work with a range of contractors and Associates and incubate other organisations. We are a network of over 1,600 UK organisers from different trade unions, grassroots groups, non-governmental organisations (NGOs), faith-based campaigns, civil society groups and movements from across the country. We support campaigns to help progressives win social, economic and environmental justice.

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 over 2,500 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.

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:

- **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.