



## Press Officer: North West (Maternity)

**Location:** Manchester (preferred) or London. Home (if Manchester based) or hybrid working: our flexible working policy requires everyone London-based to be in our east London office for 25% of the time as a minimum because building in-person relationships is important to us (that could be one week a month, or a day or two a week), but you're welcome to be there more as many staff are.

**Salary:** Starting salary of £30,690 pro rata (0.75 FTE based on NEON's full-time week being 28 hours, equivalent to 4 days per week).

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

**Hours:** 8/8.30am to 4/4.30pm three days per week, 21 hours.

**Benefits:** 7.5% employer matched pension after probation; flexible working; 15 days holiday per year (plus bank holidays and Christmas break).

**Reporting to:** Head of Media

**Application deadline:** Sunday 19th December 2021, 23.59pm,

**Interviews:** For successful applicants, first interviews will be held week commencing 17th January 2022.

### 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 might have a background in journalism and a desire to branch out into campaigning and social change, or you could be someone with a background in social movements and campaigns who has had some experience in dealing with the media.

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. You will respond to the daily news agenda, spotting stories in the morning and as they emerge throughout the day.

In short you will be both mostly a press officer, but also 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. Support the network by recruiting new North West spokespeople, facilitating peer-mentoring, facilitating workshops
6. Play an active role in the wider Comms Hub, attending and feeding into broadcast messaging to send to producers.
7. Covering the national Spokesperson Network - by pitching spokespeople into the national media, and arranging interviews.
8. Offering care, encouragement and support to spokespeople ahead of and after media appearances
9. Under the direction of NEON's Director of Comms, report to funders and the Board etc, as required.
10. 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
11. Play an active part in the whole NEON team, contributing to organisation-wide plans



## Key Skills and Experience

### *Essential*

- 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 and ability to manage multiple relationships with people with different identities, personalities and backgrounds.
- 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 with or in broadcast media.
- Experience of building media and spokesperson 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.

## 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](mailto:jobs@neweconomyorganisers.org).

**Application deadline:** 23.59pm, Sunday 19th December 2021

If you have questions about the role or are worried about applying you can get in touch on [jobs@neweconomyorganisers.org](mailto: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 us:

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

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.