

WBG Communications Officer

Job Description

Hours: 22.5 hours per week worked over a minimum of three days. 18 month contract

Salary: £26,000 pro rata

Line management: Reports to the Director

To apply please complete and return the application form to emma.williams@wbg.org.uk by 9.00am on Monday 19 November 2018. Please title your email Communications Officer Application

Interviews will be held on Wednesday 28 November/ Thursday 29 November

Purpose:

The UK WBG network of feminist economists, researchers, policy experts and activists which works towards a more gender equal society in which women's financial independence gives them greater autonomy.

As part of our programme of growth we have secured funding for a dedicated Communications Officer to improve our ability to communicate our work through broadcast, print and social media.

We are looking for someone who can help build the public profile of the WBG and raise awareness of the gender impact of economic policy.

This is an exciting opportunity for a strong communicator with a commitment to gender equality and the ability to work on their own initiative as part of a small, busy team.

Responsibilities

Work with the Director and Co-Chairs for Communications to develop communications strategy, including pro-actively building relationships with journalists and news outlets to raise the profile of WBG

Maintaining and updating distribution lists for media, political and policy stakeholders

Promoting new reports, budget responses and briefing papers to the media, including drafting press releases, blogs and opinion pieces and contacting journalists

Maintaining and updating web site

Working with WBG colleagues to produce copy for the website including summaries of briefings and reports, blogs and news pieces

Work with the Director and Co-Chairs for Communications to develop a social media strategy and oversee its implementation

Work with colleagues and WBG designers on the design and production of WBG materials including reports, briefings and infographics

Ensure effective and timely member and network communications including producing and sending regular newsletters

Managing requests for external speakers including finding suitable speakers from among WBG staff/management committee/wider membership

Working with WBG colleagues to organise successful events including public meetings, launch events, workshops and seminars.

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Undertake own administration including correspondence, filing and photocopying.

Represent the Women's Budget Group at meetings and conferences as requested by the Director.

Participate in WBG team meetings and meetings of the WBG management committee.

Undertaking any other duties falling within the scope of the work.

Person specification

Communications

Essential

Ability to communicate effectively, verbally and in writing, to a range of audiences and through a range of media

Strong proofreading and editing skills

Ability to generate print and broadcast media coverage on behalf of an organisation

Ability to develop and maintain a strong network of media contacts

Ability to present complex policy information to a general audience in an accessible way.

Desirable

Experience of writing copy for websites and newsletters

Experience of maintaining websites, particularly via Wordpress

Experience of managing newsletters particularly via Mailchimp

Experience of presenting complex policy information to a general audience in an accessible way

Administration and co-ordination

Essential

Excellent organisational skills including ability to work on own initiative, prioritise tasks and manage deadlines

High level of computer literacy and familiarity with Microsoft Office packages

Experience of event management e.g. organising seminars, report launches and/or member networks

Personal qualities

Essential

Proven ability to work flexibly as part of a small team

Commitment to and desire to promote women's equality