



Campaigns and Communications Manager

We will hold an informal information session for you to find out more about the role and the work of PINF, and to ask any questions you might have on **Wednesday 24th July at 12.30pm**. This will be webinar style so you can remain anonymous. Link to join: <https://us06web.zoom.us/j/86439182335>

Information for applicants, July 2024.

Job title:	Campaigns and Communication Manager
Location:	Working from home and/or a co-working space, with occasional travel to meetings.
Contract:	12-month, full-time contract. 40 hours per week with an hour each day for lunch. We are open to flexible working requests, please provide details in your application.
Salary:	£42,000
Reports to:	Executive Director

Who we are

At the Public Interest News Foundation (PINF), we want everyone in the UK to benefit from public interest news that speaks to them, for them and with them. We work with print and digital news providers of all shapes and sizes, focusing in particular on independent providers with turnover below £2m. These innovative social enterprises are developing new models of journalism, but they face great challenges. Since we started work in March 2020, we have provided independent news providers with funding and leadership development opportunities backed up by original research.

We are a small, dedicated team with big ambitions. We work remotely from home or in co-working spaces, with get-togethers at least once a month. We all contribute to PINF's evolving strategy, and we support and stretch each other to do our best work.

We are committed to building a diverse team who can bring their experiences from work and home into this role. Therefore, we actively encourage applications from Black, Asian or minoritised groups, LGBTQ+ people and people with disabilities. We particularly encourage applications from people whose backgrounds are under-represented in the news media.

About this role

As Campaigns and Communications Manager you will be responsible for the strategic development and operational delivery of all PINF campaigns and communications. Acting as a key ambassador for PINF, you will support the Executive Director to develop and maintain relationships with a range of stakeholders and to increase the profile of PINF and the indie news sector in the UK. You will work alongside the Executive Director and other staff to contribute to PINF's overall strategy and operational plan, and help to translate these into innovative campaigns and clear and compelling communications which support our overall vision.

You will have the following skills and attributes:

- **Advocacy.** You should be able to develop and deliver an effective campaign, drawing on your excellent knowledge and understanding of the UK's political framework to build effective working relationships with Ministers, MPs and Peers, members of the devolved administrations, civil servants and regulators.
- **Communications.** You should be able to use your outstanding written and verbal communication skills, including copy-writing and public speaking, to draft and deliver compelling content including speeches, consultation responses, blog posts and comment pieces.
- **Media.** You should be able to engage effectively with print, digital and broadcast journalists, and manage PINF's social media channels.
- **Policy.** You should be able to distil complex policy issues into clear and compelling positions by drawing on internal and external research. You do not have to be a sector specialist when you start the role, (though you should be able to build your knowledge and understanding rapidly) but you will have a track record of the design and delivery of campaigns which create awareness, engage the wider public and/or strive to change policy.
- **Partnerships.** You should be able to build a coalition of organisations and individuals, drawing on your skill for effective working relationships and your instinct for collaboration to engage and empower people from all backgrounds and experiences.
- **Management.** You should have experience of managing campaigns and projects. Experience of managing organisers or other staff would be a bonus.
- **Strategy.** You should have experience of developing strategy, such as a Strategic Communications Plan and/or working collaboratively to shape and inform organisational strategy and operational plans.

- **Administration.** You should be able to stay on top of your workload by using relevant software (including Microsoft Office, e-campaigning tools and content management systems), keeping accurate and up-to-date records, and prioritising between competing tasks.

If your past experience doesn't align perfectly with these skills but you believe you can fulfil the requirements of the role, please demonstrate this in your application.

You must have the legal right to work in the UK.

Duties and responsibilities

Policy and campaigns

- Lead on the development and delivery of the News for All campaign, which aims to ensure that the experiences of independent news providers and their audiences are represented to political stakeholders, including drafting briefing papers and holding private and public meetings with policymakers.
- Work with the Executive Director on ensuring that independent news providers are able to benefit from the new regulatory regime established by the Digital Markets, Competition and Consumers Act, including by contributing to the new collective bargaining framework and continued consultation with the Digital Markets Unit.
- Project manage Indie News Week (likely to be held in June 2025), a public campaign to raise awareness and funds for independent news providers, including liaising with publishers, vendors and campaign partners.
- Develop an excellent knowledge and understanding of the UK's political framework and the UK's independent news sector, and share this expertise with other members of the PINF team and partners as appropriate
- Build effective working relationships with Ministers, MPs, Peers, regulators, members of the devolved administrations and civil servants.
- Support the successful delivery of the Local News Commission, and other such engagement and advocacy projects, including drafting briefing papers, reports and maintaining relationships with high-profile Commissioners.

Communications and media

- Be responsible for developing and delivering a Strategic Communications Plan.
- Manage PINF's website and social media channels
- Grow PINF's profile and reputation with key audience groups, including not only policymakers, but also independent news providers, philanthropists and big tech companies, through a running programme of media and social media communications.
- Draft and deliver communications including speeches, consultation responses, blog posts and comment pieces

- Support other members of the PINF team and partners to deliver communications including speeches, consultation responses, blog posts and comment pieces
- Distil complex policy issues into clear and compelling positions
- Engage effectively with print, digital and broadcast journalists
- Draft press releases, position statements and manage media requests.
- Keep abreast of coverage and trends related to indie news and PINF.

Stakeholder engagement

- Work collaboratively to engage and empower people from all backgrounds and experiences.
- Maintain and develop PINF's relationships with our partner organisations, to ensure that we contribute as effectively and efficiently as possible towards our shared aims, including through the Public Interest News Network.
- Work with the Executive Director to continue to strengthen relationships with a range of stakeholders and political decision makers and build new partnerships to increase PINF's presence and influence.
- Represent PINF at events and in coalitions and collaborative projects where appropriate both in the UK and internationally.

Management and administration

- Manage contractors and agencies involved in the delivery of PINF campaigns and communications.
- Build effective working relationships within the PINF team and actively contribute to team meetings.
- Use relevant software (including CRM, Microsoft Office, e-campaigning tools and content management systems) to manage work and keep accurate and up-to-date records.
- Support the production of reports for Trustee meetings where appropriate.
- Any other duties as reasonably requested by the Executive Director.

Benefits

- We can pay for employees to use co-working spaces in their local area if they prefer not to work from home. We are a small and friendly team of dedicated people who work remotely with a high degree of responsibility and autonomy. We meet at least once a month, often in London and can cover reasonable travel costs for employees who are based outside London to attend these meetings.
- We are happy for employees to manage their own time, so long as they are available to take scheduled meetings and respond to urgent calls and emails within normal business hours (9.30am-5.30pm, Monday-Friday).
- We are committed to promoting a diverse and inclusive organisation. We offer flexible working arrangements to support staff with different needs.

- The Campaigns and Communications Manager will be entitled to 28 days paid leave, including bank holidays.
- Employees receive matching pension contributions of 5% and can participate in our salary sacrifice scheme to lease an electric car.

We intend to appoint the Campaigns and Communications Manager on a twelve-month full-time contract (40 hours per week with an hour each day for lunch). With further funding, we hope to develop this into a permanent role, so, for the right candidate, this could be the start of a long-term involvement with the Public Interest News Foundation.

How to apply

Please apply online via www.charityjob.co.uk before the deadline on Friday 09 August 2024.

In your application, please indicate where you saw the role advertised or how you heard about it.

We will not accept applications through recruitment agencies.

What are the next steps?

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Interviews with shortlisted candidates will be held via Zoom in August 2024, provisionally during the weeks commencing 19 August (stage 1) and 26 August (stage 2, if required).

The successful candidate should be able to start as soon as possible after 1 October 2024.

Ideally the successful candidate would be available to attend handover meetings with the current post holder, and other key meetings (such as the Local News Commission and the Indie News Forum) during September/October 2024, and would be reimbursed for this time.

Any questions should be directed to Zoe Greenfield, PINF Business Manager:
zoe@publicinterestnews.org.uk.