

Information pack

Communications Officer

(12 month fixed term contract)

August 2026

Closing date for applications: 10am, Monday 17 August

Interviews: Tuesday 25 August

1) About Green Alliance

Green Alliance is an independent charity, think tank and advocate committed to achieving a greener, fairer future for the UK. We believe that ambitious political leadership is essential for meaningful environmental change at the speed and scale necessary.

We play a central role in shaping the natural environment, climate and resources agendas in the UK and are known for our cross party influence and the clarity of our insights.

The high quality of our work, our experienced team and our collaborative approach have enabled us to develop excellent relationships at the highest level, with political parties, businesses, NGOs and academia.

Culture and values

We are committed to achieving positive outcomes for the environment. To do so successfully, we aim to create a supportive, inclusive and collaborative working culture that allows our staff to reach their full potential.

In our work to deliver ambitious leadership for the environment we are guided by the following values:

We are optimists

Grounded in evidence, we are ambitious about the change we can secure and persistent in pursuing it. We believe our vision of a UK where people and the environment thrive together is achievable.

We are collaborative

We are deeply invested in a strong and broad ecosystem calling for progress. We collaborate across sectors to design and implement winning strategies.

We are impact focused

We secure impact by focusing on real world outcomes. We are responsive, flexible and adapt our approaches towards the most impactful ways of securing change.

We embrace complexity

Environmental issues are inherently complex and inseparable from other important issues, including social impacts. We address this complexity head on, bringing clarity and direction through our work.

We are inclusive

We will strive to increase our own diversity and will ally with, support and learn from diverse voices and communities. An inclusive approach is essential to our success.

Vision and strategy

Our vision is for a UK where people and the environment thrive together.

Our mission is to drive the ambitious, meaningful and urgent change in UK environmental policy and politics that enables people to thrive. We achieve impact by focused advocacy based on evidence and political insight, informed by an understanding of public opinion. We build relationships with a wide range of influential people and organisations and act as a bridge between them and political stakeholders to catalyse positive change. We are an independent, trusted expert and non-partisan voice, working across the political spectrum.

Our strategy for 2025 to 2030 has four headline goals:

- UK governments take ambitious action on climate and nature for the benefit of people
- A large, diverse and influential network drives progress
- Credible policy grounded in strong evidence achieves ambitious and workable outcomes
- A dynamic staff team, culture, infrastructure and funding enables maximum impact

2) Equity, diversity and inclusion

To achieve a green and prosperous UK for all, we aim to develop policy solutions that create a better future. As well as the environment, we will consider people and social justice when designing environmental policies to bring about a fair green economic transition.

We believe that an inclusive culture is fundamental for people to thrive and feel valued and recognised. We value a diversity of perspectives and lived experience which enhances our organisational culture and our creative policy thinking. We value the breadth of lived experience of our staff and support people to thrive.

The environmental and think tank sectors are among the least diverse workplaces in the UK. We are committed to changing that, in both the way we operate and by exercising our influence.

We believe making progress on equity, diversity and inclusion (EDI), including our commitment to anti-racism, is essential to our success and we recognise that this is a continuous process of improvement and learning.

We encourage applications from all sections of society, particularly those from working-class backgrounds and people of colour who are under-represented in the environment and think tank sectors, to help us achieve our vision of a green and prosperous UK for all.

We reimburse travel expenses for candidates that attend our office for an interview.

Applicants who require reasonable adjustments

Please contact us at any stage if you have specific requirements which would enable you to participate fully in the recruitment process. For example, you might like more information about access to our office. Please email Jenny, our operations director, on jbaker@green-alliance.org.uk. If we offer you an interview, we will also ask you if you need any reasonable adjustments.

3) Summary of the role

We are looking for a communications officer on a 12 month fixed term contract to cover an internal secondment within our team. You will be an enthusiastic, creative individual who wants to pursue a career in communications. You will be excited by the prospect of improving and maximising our communications impact.

You may be in the earlier stages of developing your career in communications and will be keen to learn, develop and hone a wide range of skills in digital communications, media, events management and publication production. Interest in and understanding of environmental policy and politics would be an asset.

You will need excellent interpersonal skills as you will regularly liaise with our staff and support them in communicating their work.

As an unflappable multi-tasker, you will be someone who enjoys managing varied work and who takes great pride in producing content to the highest standard and takes pleasure in achieving success as part of a team. Attention to detail and sound judgement are vital in this role to maintain Green Alliance's brand integrity.

Position in the organisation

This role is part of Green Alliance's small and effective communications team. The team includes the head of communications, events and engagement manager and the senior communications officer. This role will report to the head of communications, and work with the senior communications officer to plan and execute digital and broader communications projects.

The post holder will work closely with other members of the communications team to ensure joined up, effective communications and will work directly with policy and politics staff on delivering the communication plans for their work.

Key tasks and responsibilities

Production and content creation

- Create and post content on social media channels, including BlueSky, LinkedIn and Instagram, keeping abreast of changes and trends. Work with others to co-ordinate and post timely reactive comment.
- Oversee the blog schedule, prepare and upload posts (Wordpress), working with staff and external contributors. This can occasionally involve editing and 'ghost writing'.
- Develop, create and design graphics (eg on Canva) for social media and other communications, consistent with Green Alliance's visual identity.

- Be responsible for updating the website (WordPress) and other platforms where information about Green Alliance is communicated, and liaise with external web developers on development and maintenance.
- Work with the senior communications officer on producing the fortnightly digital newsletter to Green Alliance's network.

Communications planning and media assistance

- Update, co-ordinate and maintain Green Alliance's forward planner.
- Develop and maintain a digital content schedule to ensure timely posting, working closely with the senior communications officer.
- Cover for other staff, when necessary, on press activities, at meetings and assisting with communications planning.

Events

- Assist in producing event materials, including online promotional content, aligned with Green Alliance brand.
- Cover for and assist the events and engagement manager, when necessary, with tasks like administering webinars and managing registration desks at in person events.

Contact management

- Work with the events and engagement manager to maintain the database and keep records updated.
- Compile mailing lists for event invitations and other network communications.

Monitoring and evaluation

- Track and evaluate digital communications and media mentions, using tracking platforms and tools such as Google Analytics, social media insights and AI, creating monthly and quarterly evaluations, offering insights to inform strategy.

Other:

- Administration related to supporting effective organisational communications, eg keeping files and folders in order, archiving and registering publications, updating templates and dealing with subscriptions.
- Educate staff on brand guidelines and stay abreast of communication trends and developments, where relevant to Green Alliance's work.
- Participate in organisational planning.

- Contribute to Green Alliance being an inclusive workplace through setting a personal objective aligning to our (equity, diversity and inclusion) EDI action plan.
- Any other task which may be reasonably requested to be undertaken within the scope of this post.

Person specification

Knowledge and experience

Essential:

- **Excellent digital communication skills, with strong experience and aptitude in managing online platforms, image, video and audio editing.**
- **Motivation to work in a purpose-driven organisation, working towards a world where people and the environment thrive together.**
- **Ability to work well and flexibly as part of a small team, and work on own initiative**
- A high standard of written English.
- Excellent copywriting, proofing and editing skills with an ability to adapt writing style for different audiences.
- An understanding of good communications principles.
- Excellent interpersonal skills.
- Excellent attention to detail.
- Ability to act on own initiative and exercise sound judgment.
- Good organisational skills and time management.

Desirable:

- Understanding of environmental issues.
- Google Analytics experience.
- Aptitude with AI tools.
- Event management experience.
- Experience of working with the media.
- Knowledge of UK politics.

In your application we'll ask you to provide evidence for how you **meet the key criteria for the role, which are the ones in bold above**. We will assess all aspects of the person specification across the different parts of the recruitment process. If you feel you meet the essential criteria, but not any or all of the desirable criteria, then please still consider applying.

4) How to apply

For your application, we would like you to answer three questions that address the key criteria highlighted in the person specification. We will also ask you to upload a CV with details of your education and work experience. We recommend that you prepare your responses to the questions before starting the application process as you will be unable to save your application and return to it later.

Application questions

1. Why are you particularly interested in this role at Green Alliance? What skills and experience (referring to the job description) would you bring to the organisation?
2. Please give some specific examples of relevant types of digital communications you have led on, detailing what you did, and what you enjoyed or found challenging about it.
3. Green Alliance has a small communications team, which works flexibly supporting each other, depending on the demands. Please describe how you would approach this way of working in a team, with examples from your career to date.

We recommend that each answer is no longer than 300 words. Where you can, give examples of the experience, knowledge and skills you have gained through employment, study or voluntary activities.

To apply:

Prepare your answers to the three questions above.

- Visit [the vacancies page](#) on our website and select the Communications officer role. Click on "Apply for this job". You will be asked to confirm that you are legally authorised to work in the UK.
- Cut and paste your answers to the three application questions online. Upload your CV.
- Review and submit your application. You will receive a confirmation email to acknowledge your application.

Approach to AI

We recognise that some applicants may choose to use AI tools as they prepare their applications. We strongly encourage you to ensure that your application is personalised and accurately reflects your own experience, insights and voice. AI should not replace your own input or authenticity. We want to hear your perspective, not a generic response and reserve the right to reject applications that closely resemble AI generated answers to our application questions.

We are genuinely interested in learning about you, your motivation, your experiences and what makes you a great fit for the role. Your application will be reviewed by one of our team members and we look forward to reading it.

Right to work

All applicants must have the right to work in the UK. Unfortunately, we are not able to offer visa sponsorship, so you will be required to provide evidence of your right to work in the UK during the recruitment process. We are unable to sponsor the renewal of work visas for people who have short-term permission to work in the UK.

5) Terms and conditions

Terms:	This post is advertised as a 12 month fixed term contract. We are happy to consider flexible working arrangements.
Salary band:	£36,192 - £39,936. Starting salary will be commensurate with experience.
Location:	Green Alliance's office is in central London and is wheelchair accessible. We support hybrid working; our staff are usually in the office for two days a week. We will provide IT hardware and other equipment needed for working from home; you will need to provide good internet access.
Hours:	35 hours per week with some flexibility; the post holder would be expected to work occasional evenings for time off in lieu.
Holiday:	25 days per year in addition to statutory holidays and the period between Christmas and New Year.
Pension:	Green Alliance provides an auto-enrolment pension with Aviva. All employees receive a pension contribution up to 7.5 per cent of gross salary which may be paid into this scheme or another of their choice.

Staff benefits

We're proud of our staff team and we're committed to Green Alliance being a healthy and rewarding place to work. We offer the following benefits to all our team:

- **Flexible working.** We support hybrid working with staff expected to be in the office for two days a week. We provide equipment for working from home where needed. Staff have flexibility to choose their working hours around core hours, and many work compressed hours. We are open to job shares and other forms of flexible working.

- **Travel assistance.** Interest-free travel card or season ticket loan, or a tax-efficient bicycle loan through Cyclescheme.
- **Employee Assistance Programme.** Access to support 24/7, with opportunities for counselling support where needed.
- **Wellbeing and social.** weekly office fruit delivery. Christmas activities; summer fun day; annual overnight residential for whole team.
- **Training** for different roles, such as media, project management and line management.
- **CPD** for individuals, including opportunities to access training courses or coaching for professional development.
- **Trained mental health first aiders** who host regular wellbeing activities.
- **Lunch and learn programme** covering a range of topics.
- **Enhanced sick pay and other forms of paid leave** for difficult situations such as bereavement.
- **Two Values Days per year** to be used for slow travel or volunteering.
- **Additional leave** for long service, awarding one at three years and one at six years.

6) Next steps

Here is what you can expect after the closing date for applications:

Application review

All applications will be anonymised and assessed by our team against the key selection criteria. This ensures we review candidates based solely on relevant skills, knowledge, and experience.

We will contact you to arrange an interview if your application is moved forward to the next stage. We expect to do this by the end of Friday 21 August. We aim to keep candidates informed at each stage of the process and you will hear from us if your application has been unsuccessful.

Interviews

Interviews will be held on Tuesday 25 August, in person at our office in Romero House, 55 Westminster Bridge Road, Southwark, London. Candidates will be asked to complete a test as part of the interview. Interview travel expenses will be reimbursed. Candidates who are unable to attend in person will be offered an online interview.