



Job title	COMMUNICATIONS COORDINATOR (Media and Social Media)
Salary	£35,284 FTE per annum, pro rata (Grade 3)
Contract	4 days/28 hours per week, Permanent. Tuesday is a core working day for the majority of Wen staff.
Location	Hybrid working - One day a week at Wen office in Shoreditch and/or at Wen's local hub in Mile End, London, more in-person days required on an ad-hoc basis. Occasional travel may be required.
Reporting to	Head of Communications and Engagement, Heidi Ringshaw
To apply	Please complete an application form and equal opportunities form and send to jobs@wen.org.uk
Deadline	Sunday 16th June 2024 at 23.59
Interview	1st interview - Wednesday 10th July via zoom. Please note you will receive a summary of the interview questions before the interview, along with a short task to be completed ahead of time. We may ask to see an example of your work too. 2nd interview - Wednesday 17th July in person in Shoreditch, East London

ABOUT WEN

Since 1988 Wen has launched and run projects tackling a range of issues where gender and environment intersect, from air pollution to food growing, from real nappies to toxic chemicals in cosmetics. We take a multi-tier approach, supporting grass-roots change at the individual and community levels, as well as raising their voices in advocating for change at policy level. Wen is the only UK charity working on issues that link gender, health, equality and the environment.

Our vision A world where women, communities and the planet thrive because values of equity, collaboration and care underpin our society.	Our mission Wen exists to actively build a world where women, communities and the planet thrive - collaborating to create viable alternatives to oppressive systems, which end the exploitation of women and the natural world.	Our values <ul style="list-style-type: none">• Equity• Collaboration• Care• Inclusive• Intersectional• Eco-feminist
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WORKING AT WEN

As an intersectional feminist charity, we live and breathe our values of **care, equity and collaboration**.

The Wen team is friendly, open and passionate about our cause and the communities we work in. Our office is based just off Brick Lane in Shoreditch and we also have another hub in Mile End, where we hold our monthly team meeting with a shared lunch. We also have a weekly online check in meeting every Tuesday morning.

As a feminist organisation we take a participatory approach to decision making. You will have the chance to join one of our working groups to give your input on decisions and the direction in which Wen is going. This is a great chance to learn new skills. There are always opportunities to get involved in Wen events, including our food growing projects which are always fun.

ABOUT THE ROLE

This is a new role at Wen, with a focus on building Wen's in-house media relations and story gathering capacity while also getting involved in all areas of communications, particularly social media. To help you settle into the role and support your development you will receive mentoring from a PR consultant.

The role will require experience in media relations, developing relationships with journalists to secure positive media coverage.

You will need to be a great storyteller with excellent writing, analytical and interpersonal skills, to get all Wen's brilliant stories and messages out to our varied consumer, professional and political audiences.

Part of your role will be visiting Wen's projects and events to gather content, impact stories and case studies for use in the media and on our social media channels. It will also include leading on social media day-to-day, including at Wen events, so you will need experience of running multiple social media channels efficiently.

You will have an interest in Wen's areas of work and have an understanding of gender, racial and social justice issues at a personal and political level. You will take an inclusive, intersectional feminist and anti-racist approach to your work. This will be vital for engaging on social media and creating stories and content aligned with Wen's values.

KEY BENEFITS

<ul style="list-style-type: none">• 25 days annual leave plus bank holidays, pro rata. Rising to 27 days after 5 years.• Pension scheme, contributing 6% of salary.• Employee Assistance Programme includes free counselling sessions that are also available to a spouse and dependents between 16-24.	<ul style="list-style-type: none">• Access to training and development opportunities.• Onboarding and skills support from a PR consultant/ mentor.• Menstrual leave.• Laptop and mobile phone for work.• Time off in lieu for agreed overtime.• Flexible and hybrid working available.
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PURPOSE OF ROLE

- Ensure intersectional eco-feminist values (e.g. anti-racist, trans inclusive and gender equity) are central to communications and contribute to this goal within Wen.
- Create written and visual content to use across Wen's channels and build storytelling into Wen's communications to demonstrate its impact and amplify the voices of women and other marginalised groups.
- Work to deliver media coverage to support Wen's strategic goals and key messages.
- Manage Wen's social media channels day-to-day and at events.
- Assist with various comms activities.

JOB DESCRIPTION

Strategic Communication:

- Work with the Head of Communications and Engagement to deliver Wen's Communications Strategy.

Content Creation:

- Work closely with the Head of Communications and Engagement, and the Project and Campaign Managers to identify and create impact stories and case studies that can be shared across Wen's communications channels.
- Actively look for new content ideas and opportunities to collaborate with like-minded individuals/organisations.
- Write compelling content including press releases, articles, blogs and impact stories.

Media Relations:

- Build Wen's in-house media relations capacity, to include developing and delivering media plans, cultivating relationships with journalists and securing positive media coverage in national, local and sector media.
- Brief Wen spokespeople for media opportunities and interviews.

Social Media:

- Lead on the development of a social media strategy, plan and calendar, scheduling organic and paid content and campaigns, including creating graphics and videos, and finding efficiencies in the way it is delivered.

- Run Wen's social media channels (Instagram, X, Facebook and LinkedIn), engaging with other accounts, communicating Wen's position on relevant issues as well as linking our local projects to national/ global issues.
- Lead social media at Wen events.
- Monitor, evaluate and report on the effectiveness of media, and social media activity.

Digital Comms:

- Support Wen's digital communications, including creating content for Wen's website and e-newsletters.
- Help maintain and update Wen's CRM system.

PERSON SPECIFICATION

Essential Experience and Knowledge

- Excellent communication skills in spoken and written English.
- Experience working in media relations and/ or social media management.
- Demonstrable experience developing relationships with journalists and devising and implementing media plans, to secure media coverage.
- Experience preparing spokespeople for media interviews.
- Experience running social media channels for an organisation or individual, able to respond to comments and proactively engage on relevant posts.
- Able to write social media content, press releases, blogs, articles and case studies, translating complex themes into accessible content.
- Experience in creating organic and/or paid social media campaigns or content.
- Ability to analyse and evaluate communication performance and metrics.
- Able to use software tools including Canva, Microsoft Office, CMS platforms.
- Proven ability to take responsibility for tasks and use initiative.
- Flexibility to handle multiple projects and priorities simultaneously and prioritise workload.
- Ability to problem solve and find approaches to tasks not performed before.
- Experience or a commitment to taking an inclusive, intersectional feminist approach to communications.
- Commitment to gender, racial and social justice through previous work or volunteering or lived experience of the issues Wen seeks to address and the communities with which we work.
- Able to attend meetings, and events and visit Wen's projects in East London.

Desirable

- Experience working in the third sector or campaigning group/organisation.
- Ability to create/edit photographs, videos and social media graphics, or the appetite to learn.
- Experience in using analytics to optimise digital channels.
- Experience in using SEO strategies for digital content.
- Knowledge of using a CRM system.
- Knowledge of other social media channels such as Tik Tok and Youtube.

ABOUT THE RECRUITMENT PROCESS

We particularly encourage applications from People of Colour/ People of the Global Majority, LGBTQI+ people, people with disabilities, and those who identify as working-class/ from low-income backgrounds or who have done so in the past. This is because these groups are currently underrepresented in the environmental sector. Where two or more candidates are judged to be of equal merit, priority may be given to a candidate who belongs to a group less represented at Wen.

Wen is committed to anti-racism and inclusive intersectional feminism which acknowledges how race, class and sexuality intersect with gender in our day-to-day lives. Wen is open to all genders and is actively working towards being a trans-inclusive organisation.

To apply for this role please fill in the **application form** and the **equal opportunities form**. We will be marking your application based on how you fulfil the person specification. Make sure your statement answers the points on the person specification.

Let us know if there are any reasonable adjustments you'd like us to make in the application and interview process because of a disability or health issue. If you have any questions about the role or the application process, please email jobs@wen.org.uk We are happy to talk about the role with you in more detail, and having questions now will not count against you in the interview.

The successful candidate will be required to comply with Wen's safeguarding policies and any appointment will be subject to satisfactory DBS checks and references.

Find out more about Wen on our website and social media:

- **Online:** www.wen.org.uk
- **Instagram:** [@Wen_UK](https://www.instagram.com/Wen_UK)
- **X:** [@Wen_UK](https://www.x.com/Wen_UK)
- **Facebook:** www.facebook.com/WEN.UK1988