



## Head of Messaging

**Location:** Hybrid working. Our flexible working policy requires everyone 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:** £50,709pa

**Hours:** Full-time, which for NEON is 28 hours a week - the equivalent of a 4 day standard work week. This can be done over 4 or 5 days, that's totally up to you. Hours are generally flexible, with some core meetings everyone has to be at.

**Benefits:** a 28-hour week, 7.5% employer matched pension, flexible working, 20 days holiday per year (25 days pro rated for a 4 day week), plus bank holidays and Christmas break, a progressive Parenting Policy, Sabbatical Policy, and a generous staff development budget

**Reporting to:** Co-Director of Communications

**Application deadline:** Wednesday 22nd January 2025, 11.59pm

**Interview dates:** 1st Interviews 4th & 5th February, 2nd interviews 12th February 2025. *Please note our preference that interviews will take place in person at Oxford House in Bethnal Green. If this is not possible, online can be arranged. We can cover travel costs on request. For more information, get in touch.*

**This role requires that you are resident and have the right to work in the UK**

We know that people from certain backgrounds and identities are often excluded in progressive movements and we're committed to doing what we can to correct this.

So:

- we particularly welcome applications from marginalised groups, especially people of colour and other ethnic minorities, people who identify as LGBTQIA, Disabled people and those who identify as working class or have done so in the past.
- we know the work goes way beyond "diversity", it's about making the space inclusive too. So we are continuously working on that at NEON. So far this includes tangible things like a flexible work policy so people have genuine flexibility around where and when they work and a 28 hour week as standard; a gender-neutral parenting/leave policy, an anti-oppression strategy which is held at senior level given how important it is to the organisation. It also includes the day-to-day work of creating psychological safety for everyone at NEON and celebrating the wisdom of black, indigenous, queer, Disabled and other cultures in the way we work and behave

There are no formal education requirements for this role. As long as you can show us you have the skills we don't mind where you got them from! Also important to us is



your potential to learn and grow in the role so even if you don't have 100% of the skills listed we want to hear from you.

### About us:

NEON is a not-for-profit organization committed to accelerating social movements. We work across a wide range of progressive issues including climate, housing, healthcare, and migration and we support over 1,000 organisers across the UK working towards political, environmental, and social justice. Our theory of change is rooted in understanding both the strategies, stories, and structures required to sustain a movement. Short term, this results in improved movement infrastructure, skills, and connections; long term, it leads to robust relationships and movement alliances capable of systemic change.

We also aim to demonstrate that a better world is possible through experimenting internally with our culture and policies. We want to build a workplace centred on joy, care and justice and are ambitious about what an alternative could look like. We currently have 17 staff.

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.

You can also check out [our website](#) for more info on NEON.



## Purpose of the role

The purpose of this role is to lead the messaging programme at NEON. That means developing messaging guidance, training and coaching support. You will be the go-to person for messaging work in the Comms Hub, working closely with the rest of the team - and the Spokesperson Network in particular.

## What you will be doing

1. Lead the strategy and development of the messaging programme, which sits within the Comms Hub.
2. Monitor the wider political discourse and develop an analysis of the framing challenges and opportunities for progressive campaigners and communicators. This will include proactively identifying media moments (e.g. political and economic events, extreme weather moments) to amplify key messages and mobilise spokespeople.
3. Write regular rapid response messaging guides on breaking news stories and topics, (which include framing principles, key stats, common questions and responses and a round-up of public opinion); present messaging guidance and do active outreach to ensure the guides get widely used.
4. Collaborate with spokespeople to turn messaging guides into key media lines that can be used in a variety of broadcast and media in reactive and proactive settings, this will include providing 121 coaching and support.
5. Manage the messaging training offer within the hub, including delivering messaging training to the Spokesperson Network, designing and holding messaging sessions, working with messaging trainers and delivering regular messaging training. This will include our Messaging 101 course, drawing on the Race Class Narrative and [global messaging training](#), which we run in collaboration with international messaging experts.
6. Lead NEON's approach to narrative research, this will include commissioning research, such as public opinion polling and focus groups, and carrying out and synthesising research in-house.
7. Support and coach relevant organisations in our networks on their messaging, comms strategy and how to most effectively communicate their campaigns.
8. Play an active role in the wider Comms Hub, working with our press officer network and spokesperson network, attending and feeding into key delivery across the



organisation and supporting the Director with overall strategy to make the Comms Hub a cohesive overall team

9. Oversight and control over Messaging Programmes finances and fundraising strategy

10. Play an active part in the whole NEON team, contributing to organisation-wide plans

## Who you are

We recognise that this role demands a range of skills and experience. Whilst it is important that certain criteria are met, we are flexible about the type of experience that demonstrates the skills we are after. If you have any questions about the role and whether or not you are a good fit please email [dora@neweconomyorganisers.org](mailto:dora@neweconomyorganisers.org) to have a chat.

We are looking for someone with:

- 3 - 5 years of relevant experience in messaging and framing, with a track record of writing messages that get used by organisations and spokespeople - and can be shown to have had an impact.
- A deep understanding and interest in progressive politics and social movements in the UK - with an eye to the nuance needed to navigate the space effectively.
- A keen interest for winning communications victories with a demonstrable understanding of what makes “news” and newsworthy moments and how they can be capitalised on.
- Experience of delivering training in multiple contexts to different types of people. You should have navigated tricky conversations and shepherded complex groups towards shared outcomes.
- Demonstrable understanding of quantitative and qualitative research methods and how to apply them to messages. You will have written polling questions and focus group guides, and used those research methods to shape messaging to have the greatest possible impact.
- A commitment to anti-oppression and multiple examples of how it has shaped your work and/or volunteering.
- A strong writer who can draft high quality, accurate, and compelling written materials.
- Experience of fundraising from trusts and foundations.
- The ability to work with a diverse team across difference - and experience managing teams of people and/or volunteers.



- Willing to continuously learn and grow - with good emotional intelligence and self awareness including around your own power, and an ability to give and receive feedback well, and sit in (and encourage) healthy conflict and disagreement
- Committed to NEON's purpose of building the strength of movements for social, economic and environmental justice, and to learning how to align your actions with the values of NEON: solidarity; generosity and respect

## How to apply

We don't want to make this process too complicated so please complete this [application form](#) and send this and a completed [Equal Opportunities Monitoring form](#) to [jobs@neweconomyorganisers.org](mailto:jobs@neweconomyorganisers.org).

### Dates:

**Application deadline:** Wednesday 22nd January 2025, 11.59pm

**Interview dates:** first interviews 4th & 5th February, second interviews 12th February 2025

We will treat the data you provide in your application in accordance with our [Privacy Policy](#).