



Press and Communications Lead

Your role

We're looking for an ambitious, dynamic and super organised Press and Communications Lead to help win public services for people not profit. This is a fast-paced role in a small team with a big mission!

You will have responsibility for creating new opportunities to ramp up our voice and reach more people in the media and online. This is an exciting time for our campaigns with a new government in power.

An excellent communicator and people person, you will establish and maintain strong relationships with journalists at national level, receive media enquiries, take responsibility for a wide range of tasks to get our message for public ownership across to our growing audience.

You will inspire people about public ownership by getting articles in the news, taking opportunities to maximise press coverage of and public engagement in our campaigns. This role is a crucial part of the We Own It team and central to raising our profile and increasing our impact. Part of a small team working mostly remotely, you'll need to be highly self-motivated and able to work efficiently and autonomously.

Your responsibilities will include:

- Being a flexible first port of call for journalists, leading on and implementing our ambitious media strategy.
- Strong awareness of the political landscape and interest in public services; you'll need to get up to speed with our campaigns and media strategy quickly.
- Proactively ramping up the conversation around public ownership in the media by building and maintaining strong relationships with journalists and increasing our profile on TV, radio and in the papers.
- Having your finger on the pulse with all things political; you'll monitor parliamentary activities on a daily and weekly basis, communicate them to the team, and deliver ad hoc research tasks.
- Coordinating media interviews, press releases and photo calls, supporting and briefing staff behind the scenes ahead of media appearances.
- Creating excellent, inspiring copy in a range of formats, including press releases, news articles, media op-eds, blogs and social media content; you'll have to work to deadlines and react quickly to media enquiries.

- Ramping up our online profile to reach more people via social media and our website.
- Growing our newsletter list to increase our supporter base by seeding content and promoting social media ads.
- Reporting on our comms metrics to track progress and regularly share them internally.
- Working flexibly and collaboratively with the rest of the team as required – be ready to get stuck in!
- Being the first point of call and the main contact for journalists getting in touch with We Own It. This involves answering phone calls in the evenings at times and being on a rota to answer calls at the weekend.

Person specification

Essential

- A strong previous communication or external outreach experience for advocacy purposes
- Previous press experience, with a track record managing and getting media coverage
- Good experience managing and growing a social media presence
- Able to make complexity simple and write in an accessible way
- Emotionally intelligent, persuasive networker, with great people skills and a friendly and professional manner; you'll be able to communicate with a wide range of people
- Positive, can-do attitude and efficiency in a fast-moving campaigning environment. Experience of project management and decision-making under pressure
- Flexible about receiving calls from journalists and happy to respond as needed to make the most of the opportunity
- Passionate, enthusiastic and driven about our mission

Desirable

It would be great if you can also offer:

- Skills in photo editing/graphic design/video making
- Existing relationships with journalists
- Experience of working in a small and/or campaigning organisation
- Formal education or qualification in one of our areas of work

About We Own It

We Own It is a not-for-profit organisation which aims to shift the debate on privatisation across public services, from water to railways, from the Royal Mail to the NHS. Our campaigning wins victories while our communications work makes the case for public services for people not profit. We are a voice for the majority of people in the UK who support public ownership.

What we offer:

- £37,689 annual salary
- 33.75 hours work week as standard
- Hybrid working, with at least 2 consecutive days a month in the office
- London, further travel required as needed

How to apply

Please email your CV, a cover letter and a piece of writing you are proud of to Cat at cat@weownit.org.uk by **Sunday 15th September**.

In the cover letter explain why you meet the person specification.

Interviews will take place in London on **Monday 30th September** and **Tuesday 1st October**.

We encourage applications from women; black, Asian and minority ethnic people; people who have a disability; people from the LGBT+ community; people from working class backgrounds.