

SOUNDDELIVERY MEDIA

Amplify - Understand - Influence

Charity number: 1192516



"I've gone from standing in the picket lines trying to shout over a sea of other voices to being able to walk in the front door and have a conversation face to face, valued conversation and they are actually listening."

Jan Cunliffe, Co-Director of JENGbA
Spokesperson Network member

Recruitment pack

Media and Community Engagement Lead

September 2024

WELCOME!

Dear Applicant

Thank you for your interest in joining our team as our Media and Community Engagement Lead.

Sounddelivery Media is a small, dynamic and supportive charity. We amplify lived experience stories and expertise to address social inequalities. To do that, we work alongside some incredible people and organisations, helping them to develop their confidence, skills and platforms to influence public conversation.

We've achieved much and are already recognised for providing crucial activities in support of civil society and its leaders. You can [read about our impact](#) here. But there's so much more we're ready to achieve, and this is an exciting time to join us.

We've launched our three year strategy, pushing forward in our mission to put lived expertise at the heart of media conversations, policy and practice change. It's an extensive programme of work and we need the capacity, skills and talent to deliver it. Your place in our organisation will be key to helping us do that.

We're excited to be advertising this opportunity and pleased that you are considering joining us on this journey. I hope this information pack will provide you with the details you need to make your application.

If you'd like to find out more about the role before applying, please join our informal Zoom call on Wednesday 9th October at 1pm or request a recording of it. You'll find more information on page 12.



Jude Habib, Director

Why work with us

Work with us and you'll be joining a small, friendly and supportive team. We are currently a staff team of four, and have six highly-experienced and engaged trustees. You can [read more about the team](#) on our website.

Beyond the core team, we're also privileged to work with a community of determined charities, community leaders and their networks who share our values and mission. We build genuine relationships with the people we support, have a strong track record and receive great feedback from our clients.

We want you to be proud of working with us, and feel supported to deliver your best. As such, we offer flexible working, alongside training and development opportunities. We also have a ring-fenced team wellbeing budget which we will use on ideas sourced from the team. And, as a growing organisation, this really is a great time to join us and shape the direction of our charity.

Currently we have access to an office in Holborn, London. We often meet as a team on Tuesdays with the remainder of our time working from home.

We are currently reviewing our office requirements.

Our vision, mission and values

Vision A world where lived experience voices are at the forefront of public conversation, policy and social change.

Mission We collaborate with community leaders and their networks, developing ongoing relationships, to ensure lived experience and voices are at the heart of policy and practice change. We strive to instil lived experience and individuals' voices in everything we do, and will work towards greater representation and diversity in the voices heard in the media.

Values Our values are at the heart of everything we do. We believe in:

Trust We listen, we learn and, together, we take action

Collaboration We work alongside people to reach their full potential

Connection Connected with which stories need to be told, where and how they can be told to have a lasting impact

Commitment To those we work with and the challenges they face in getting their voices heard. Our work is long term.

About the role

We need an **experienced media communications professional** to join and shape our growing, friendly, and flexible charity: someone who shares our commitment to advancing social justice by transforming how issues are represented in the media.

We're looking for a **dynamic individual** with **great media engagement know-how, a hands-on approach, strong relations with journalists** and a **passion to address how issues are represented in the media.**

You will provide strategic support to a network of leaders with lived experience of social injustice. Working alongside them, you'll offer **practical training, media support, and help identify opportunities** to amplify their voices, ensuring they are visible and confident public spokespeople.

We already work with leading media platforms including BBC News, Channel 4 News, The i news, The Big Issue, we've provided advice to documentary makers and more. You will **lead on these media relationships and develop new ones.**

"Good journalism is built on powerful human stories but it's too often divorced from reality. Over the years Sounddelivery has connected me with a dozen powerful human stories illuminating wider – but often underreported – social issues. It's an invaluable role."

Giles Edwards, Assistant Editor at BBC

The impact you can make

The role offers a fantastic opportunity to influence the way issues are represented and talked about, with people with lived experience central to the conversation. With our new government, it's an important time for our network, and you'll be able to make a significant impact on their ability to amplify the issues they're addressing and ultimately, influence policy and practice.

"Through my experience doing the Radio 4, Four Thought, I'm receiving dozens of communications from people saying that it's made them feel able to talk about their experience that they haven't been able to speak for decades. I have no doubt that the programme will be a springboard for things. The type of people that would have heard are people that really can create change."

Anna Wardley, Founder and CEO of Luna Foundation
Spokesperson Network member



Key information

Salary:	£40-42k
Hours:	37.5 hour working week (would consider a four-day week). Flexible hours, with some evening/weekend work.
Contract type:	Fixed term contract for 16 months from date of appointment. Contract extension subject to funding.
Annual leave:	28 days per year holiday, plus bank holidays
Pension:	3% pension contribution
Other benefits:	A mentor (following successful completion of the six months' probationary period) Training allowance Team wellbeing budget Access to Employee Assistance Programme
Place of work:	Home-based with the expectation of working two day per month minimum at our Holborn office in London. Please note that our training predominantly takes place in London.
Start date:	Asap no later than January 2025
Reports to:	Director

We're an equal opportunities employer aiming to recruit from a diverse range of backgrounds. All staff who work at Sounddelivery Media will be asked to have a DBS check.

Job description

You will provide strategic support to our dynamic Spokesperson Network of leaders with direct experience of social injustices, through;

- **Managing our existing media relationships, and developing new ones, to create opportunities for our network of confident public spokespeople to be visible**

This role will enable us to increase the visibility and impact of our programme participants and their communities by engaging with journalists, media professionals, and other influential platforms. You will be responsible for broadening speaking opportunities, such as broadcast interviews, opinion pieces, and identifying potential storyline collaborations across various media outlets. You'll also seek opportunities to feature our network in public forums like TEDx talks, conferences, and other platforms that influence public conversations.

- **Empowering Network members through training and support to develop and maximise media opportunities themselves.**

In addition to media engagement, you will play a key role in empowering our network to create and share their own content. This includes helping participants build confidence and develop skills in content creation (e.g. vlogs), and pitching to the media, ensuring their voices reach those in positions to drive meaningful change.

- **Building trusted relationships with lived experience leaders in a ethical, trauma-aware, and holistic way**

You will work closely with our community to activate and strengthen our network, driving collective action and amplifying the important issues they are addressing. Building trusted relationships with lived experience

leaders is key, and you will ensure that all engagement is grounded in ethical, trauma-aware, and holistic support.

- **Sharing knowledge with other charities supporting Spokesperson Networks**

You will help share what we learn through our work with other charities and learn from them too. Using peer-led sessions to share best practice, challenges and ideas for charities working to amplify the voices of people with direct experience of social injustice.

As a small but growing charity, this is an exciting opportunity to shape the direction of our organisation alongside a supportive trustee board, a dedicated team of four staff, and a group of skilled freelancers. Your contribution will be integral to our mission and the positive change we aim to create.

Who you are

- With a background in media relations and/or journalism at a senior level you are someone who cares about the way issues are framed, reported and covered in the media.
- You'll be driven by a desire to amplify the voices of those with direct experience of inequality and injustice from diverse communities, and will work closely with them so that they feel safe and supported in sharing their experiences and solutions for change.
- You are a creative self-starter, happy to work alone but also as part of a small team.
- You come with ideas to develop this work to have a bigger, positive impact. This work takes time and is deeply relational.
- You can adapt the way you work to meet the needs of different communities.

What You'll Be Doing – Key responsibilities:

- Taking the lead on strategic media engagement across all our programmes of work- maximising and creating media and speaking opportunities for our members
- Nurture and grow our network of journalists, updating them about our work and the issues our networks are speaking on through regular and responsive communications
- Supporting our community to feel confident and prepared for interviews, honing their media messages and accompanying them to interviews where appropriate.
- Regularly engaging our community and being a sounding board to help to develop their ideas
- Proactively source longer-term opportunities for the issues our community addresses to be more visible in the public eye this could include building relationships with soap storyliners and documentary makers.
- Support the team on Sounddelivery Media events that increase the visibility of our community and our work
- Support with delivery of media training and coaching on our programmes.
- Work with the communications team on content- ensuring messaging is impactful in blogs
- Participate in our peer-led meetings to share our learning and invite guest speakers to share theirs.
- Contribute insights on our media work for reporting to Funders and Trustees

Person specification

What skills and experience you'll have

Essential

- Experience at a senior level working in media relations within a charity, journalism or similar.
- Significant experience of developing and maintaining good relationships with a range of journalists and media professionals;
- A sharp understanding of what makes a strong story with experience of pitching stories and ideas to journalists
- A confident communicator with strong written and verbal skills
- IT literate with multimedia experience – video, audio, visual content (or willing to learn)

Desirable

- Experience of working with people who are using lived experience of social injustice to affect change including excellent understanding of safeguarding and risk management

How to apply

Find out more session	<p>Wednesday 9 October 2024: 13.00-14.00</p> <p>This Zoom webinar will give you a chance to meet the Sounddelivery Media team, hear more about what the role involves and ask any questions before you apply.</p> <p>Registration link https://us02web.zoom.us/meeting/register/tZl5f-6qrjotGtO_5MHLz9O5ECedojKqEHUu</p> <p>If you can't make the session live, then contact amal@sounddelivery.org.uk for a link to the recording.</p>
Apply here	<p>To apply, upload your CV and separate cover letter demonstrating your capabilities in relation to each of the points in the person specification on skills and experience. Where relevant, use your answers to illustrate how your competencies have helped you to achieve positive results. This will give you the best possible chance to be shortlisted.</p> <p>https://sounddeliverymedia.beaconforms.com/form/a45e1c15</p>
Closing date	Monday 21 October 2024 at 14:00
First-round Interviews	Thursday 31st October 2024 (via Zoom)
Second-round interviews	Friday 8th November 2024 (in person London venue TBC). We will reimburse reasonable travel expenses)

Sounddelivery Media is committed to an inclusive and accessible recruitment process and encouraging equality and diversity among our workforce. If you require any reasonable adjustments to support your application or interview, please reach out to us via jude@sounddelivery.org.uk

Applicants must have the right to work in the UK. Please note, the successful appointee will be subject to a Disclosure & Barring Service (DBS) check