

Job Description: Communications Officer

Responsible to	Director
Location	This position is London based, with flexibility for some remote working. The successful candidate must be able to travel to other parts of the country when needed.
Contract type	The role is for a fixed term contract for 12 months, with extension subject to further funding.
Salary	£32,500 - £45,000 pro rata, dependent on experience
Hours	2-3 days a week (negotiable)

About the Role

The Centre for Progressive Change is looking for a part-time Communications Officer to lead the press, social media and stakeholder communications for our national sick pay campaign. This role will primarily be focused on creating frequent national press stories that make the case for a change in statutory sick pay legislation.

The ideal candidate will excel at creating positive national press attention for an issue. They will have extensive press contacts across the political spectrum and be able to work with a diverse range of stakeholders. They will be a self-starter with creative ideas on how to keep generating national press attention for our campaign. Furthermore, they will be able to work on multiple press stories and projects simultaneously.

The Communications Officer will be part of a team that works together to deliver the campaign. This team will be led by the Director and will include a Worker Organiser, a Community Organiser, a Campaign Researcher, a Political Strategist, a Mobiliser and the Communications Officer.

About the Centre for Progressive Change

The Centre for Progressive Change is a new not-for-profit organisation aimed at building national organising campaigns for a more progressive society. We do this by driving our own national campaigns, carrying out research on what works when creating progressive change at scale, and by sharing our expertise through training and consultancy to support others to be effective.

We are an ambitious organisation focused on being pragmatic and strategic in creating the changes we seek. We work cross-party and with those that will help us

get closer to our goals of improving the outcomes of low and middle income communities. We are evidence-led and big on learning and evaluation to ensure that our interventions have the desired impact.

Our pilot campaign aims to change Statutory Sick Pay legislation so that:

1. Everyone is eligible for sick pay - by removing the earnings threshold
2. People receive sick pay from day 1 rather than day 4, and
3. Workers can afford to take the time off, by increasing Statutory Sick Pay so that it is in line with a worker's wages.

Part of our strategy for our pilot campaign is to approach Conservative MPs to become champions for the campaign. As a result, we are looking for someone that can work cross-party and land stories in press outlets across the political spectrum.

Job Responsibilities

The Communications Officer will be responsible for:

- Devising and implementing the media strategy for our national sick pay campaign
- Working with journalists and broadcast outlets across the political spectrum to secure regular national press stories that build public support to change Statutory Sick Pay legislation
- Writing press releases and other copy including articles as required
- Training and supporting workers, allies and other spokespeople to tell their story and speak to the press
- Creating regular press opportunities for our spokespeople and supportive MPs & Peers
- Ensuring that our communication work keeps to the key messages and framing of the campaign, as decided through narrative testing
- Working with the Worker Organiser and Community Organiser to secure local and national press coverage for our community and workplace campaigns
- Creating and disseminating social media content that reaches large audiences
- Communicating regularly with supporters and stakeholders to keep them engaged in the campaign
- Working with an interdisciplinary team to deliver the campaign nationally
- Raising funding towards their future salary and oncosts, for instance by applying for grant funding and/or creating online crowdfunding campaigns

Skills, Experience and Qualities

You should have:

- A proven track record for creating sustained positive national press attention for an issue
- Extensive press contacts across the political spectrum
- Experience of devising and implementing a media strategy

- An ability to be creative, and to identify good stories and potential new angles
- Experience of briefing journalists and acting as a spokesperson
- Excellent writing skills including for writing press releases, articles, blogs and briefings
- An ability to coordinate a wide range of requests for interviews and stories, and to work to deadlines
- The ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence
- Experience of training and supporting people in speaking to the press
- Excellent skills at self-directed work, problem solving and dealing with complexity
- The ability to be flexible and work in a startup environment with high levels of uncertainty and small campaign budgets
- A commitment to the Centre for Progressive Change's strategy, values and culture

Desirable:

- Experience of building positive working relationships with MPs from across the two major parties, and with large and small trade unions
- A demonstrated capacity to raise money for an organisation

Knowledge of Statutory Sick Pay is a plus but is not a requirement.