



Press Officer

The basics:

- **Salary:** £27,623- £30,224 pa pro rata, depending on experience. Includes London weighting.
- **Contract:** Permanent, full-time or nine-day-fortnight (0.9FTE), depending on preference.
- **Location:** Currently, we are all working remotely but long-term we expect this role to be based in our offices in Camden, London. You must have the right to work in the UK. Unfortunately we're not able to support work visa applications
- **Ideal starting date:** 14th April, 2021, or soon after.
- **Application process:** Application form and then two interview rounds (more on this below). Unfortunately we have not identified this role as available for job share.
- **Closing date:** 9am GMT, 8th March 2021.
- **Contact for questions:** Alice Bell, director of communications, alice@wearepossible.org.

Possible is committed to providing equal opportunities for all applicants regardless of their background. We value diversity whilst also acknowledging that people from certain backgrounds are underrepresented in our organisation. We are keen to correct this, so particularly encourage applications from Black, Asian and minority ethnic people; people who identify as disabled; people who identify as part of LGBTQIA+ communities;

people who have experienced mental health challenges and people who identify as working class (or have done in the past).

About the role

It'd be your job to spot, create and exploit opportunities for Possible to make the news. You'll work across our campaigns - from putting heat pumps in parks to game-changing solar railways, arts events or community tree planting days, offering you a chance to engage with a range of different types of stories, press hooks and journalists.

You'll be pitching to a local paper one day, environment editors at the nationals the other, all while you're also researching freelance music writers, prepping a colleague to go on the midday news, plotting freedom of info requests with a campaigner and logging the coverage we amassed the week before in the specialist railway press. You'll be expected to keep abreast of trends in the sector, actively exploring new opportunities, as well as build our network of media contacts, support spokespeople and run in-house media training.

A key copywriter and editor in the team, you'll work with campaigners to prepare press releases, media briefings and contribute to messaging strategy. You'll pitch stories to individual journalists, field media enquiries, keep track of our media coverage and build press lists for campaigns.

Reflecting Possible's culture of collaboration, you'll also be invited to contribute to campaign, marketing, outreach and fundraising strategy. With others in the communications team, you'll also take a turn in running our social media channels and occasional weekend comms cover. And everyone at Possible chips in to make the tea, take out the bins and do the washing up (or the virtual equivalents), so there's that too.

Key responsibilities

- Spot, create and exploit a wide range of media opportunities for Possible and our campaigns.
- Use our campaigns and campaign participants to place climate action stories in less-likely media outlets.
- A key copywriter in the team, you'll contribute to campaign strategy and messaging, drafting press releases, blogposts and other high quality copy for a range of audiences.
- Build and manage relationships with key press contacts, ensuring contacts are kept up-to-date in a central database.
- Monitor and evaluate press coverage, setting yearly targets and assisting in the evaluation of Possible's projects and activities.
- Work with campaigners to develop media strategies, identify appropriate media outlets and develop media friendly content and campaigns.
- Provide media training and day-to-day support to campaign staff, project volunteers, partners and allies as appropriate.
- Occasional duties maintaining our social media accounts, engaging with audiences in these spaces.
- Occasionally deputise for the PR officer, and support on relationship building and profile raising beyond just media relations.
- Work closely with the communications manager to ensure the Possible website provides rich content to support media activity.
- Supervise other staff or volunteers on tasks workload, where relevant.

About you:

To make our shortlist, you'll need to:

- Have worked in either media relations or journalism for at least a year (this can include voluntary work or as a student).
- Have a clear writing style with good spelling and grammar.
- Demonstrate you're comfortable working to tight deadlines, able to juggle several tasks at once.
- Show us you have an understanding of the challenges of climate communications.
- Be a news junkie with your eye on the media pulse.
- Be brimming with creative ideas for exploiting and creating a wide range of press opportunities.
- Be a confident public speaker, happy pitching to and chatting with journalists, whether that's picking up the phone, DM-ing them on Twitter or Whatsapp-ing tips.
- Be willing to work unsocial hours occasionally. By this we mean you'll sometimes have to stay until 8pm for an event and you'll take a turn to be on weekend comms duty. We pride ourselves on supporting staff to keep a good work/ life balance though, and you can take time off in lieu afterwards.

If wouldn't hurt if you could speak to some of these too (but not essential):

- Experience developing contacts and relationships with journalists.
- Experience pitching to broadcast media and /or writing press releases.
- Experience running social media accounts on behalf of an organisation or team.
- Experience working on the climate crisis.
- Experience developing and/ or implementing a media strategy.
- Experience with freedom of information requests.
- Experience working with public polling.

- Experience of PR.

About Possible

Here at Possible, we have a vision for a low carbon Britain that has been built by and belongs to everybody.

To get there, we dream up projects, build tools and spread success stories to make sure everyone has the help and inspiration they need to play a role in tackling climate change. Our work cuts carbon, but because we work on cultural as well as technical levels, we get people talking about climate change action too. We want our projects to take on the world, so it is always about more than just a solar panel here, or an LED there - it's about groups of people working together to change the world.

Our values:

Inclusivity, trust and respect, creativity, shared ambition, positivity, caring and kindness, integrity, and openness.

These aren't just buzzwords to make us feel warm and fuzzy, they are what guide our actions and our organisational culture. Away-days help to keep these values alive and we work together to keep our team as supported, empowered and cared for as possible. We're run by a team of directors rather than one single CEO, and we're committed to reducing hierarchy wherever possible.

We are committed to supporting people with marginalised identities who are under-represented in our organisation. If you have any questions about the job or how we do things at Possible before you apply, email alice@wearepossible.org and we can arrange a phone call.

Workplace benefits include:

- 25 days paid holiday pro rata (+ bank holidays and three days at Christmas).
- Flexible working.
- Paid volunteer leave.
- Bike to work scheme.
- Use of the office e-cargo bike.
- Paid journey days for low carbon holiday travel.
- Good maternity and paternity leave.
- Employer pension contribution.
- Access to complementary Headspace account (mindfulness and meditation app).
- Access to our workplace employee assistance programme, including free counselling sessions and financial advice.

How to apply, and what comes next

Everything you need to apply is in [this application form](#).

Make a copy of the form and it in, then return it to jobs@wearepossible.org no later than **9am GMT, 8th March 2021**. Please put "[press officer]" in your email subject line.

We will hold two rounds of interviews. Each interview will happen online with two Possible staff and last between **60-90 minutes**. It might include presenting and reviewing a short task which you will be asked to complete in advance. For candidates invited to second round interviews there will also be an opportunity to speak informally with two Possible staff members to ask any questions about our workplace and get a feel for our organisational culture.

We expect to hold first round interviews on the **16th March, 2021**. We expect to hold second round interviews on **19th March, 2021**. If you know you can't make these dates, please let us know in the application form.

Please tell us if you have access needs for the recruitment process and we will try and meet your needs.

We'd also appreciate it if you could complete an [equal opportunities monitoring form](#). This will be stored separately to your application and is purely to help Possible assess and improve our recruitment processes.

We are aware that highly capable prospective candidates sometimes rule themselves out of applying for roles because they're worried they don't quite fit all the requirements, or because they've gained their experience in an unconventional setting (eg. through voluntary work or in a completely different sector). So if you're not sure if you're quite right for the job, please do get in touch with alice@wearepossible.org to chat a bit more about what the role would involve and what we're looking for.