Communications manager

The basics:

- **Salary:** We expect to appoint at level two within our “manager and specialist” band (£35,426). We may consider level one (£38,027) for candidates who can bring considerable experience to several items on our list of desirable criteria, and there is scope for the role to progress to our “heads/senior manager” band as we grow as an organisation. Possible is proud of our 1:3 pay ratio, where no one in the organisation earns more than three times the lowest paid employee (which is never less than London Living Wage), indeed the ratio is currently much smaller.

- **Contract:** Permanent, full-time. We are happy to consider 0.9FTE, however this role is not suitable for a job share. Very occasional evening work and light regular weekend cover is required for this role, but we can usually be flexible and always provide time off in lieu.

- **Location:** London. We are happy to consider flexible working for this role, and several team members live outside of London. However you would need to be based in the UK, and we’d expect attendance in our Camden offices at least once a month. You must have the right to work in the UK as sadly we are not able to support work visa applications.

- **Ideal starting date:** On or before the 9th August, 2021.

- **Application process:** application form and then two interview rounds (more on this below).

- **Closing date:** 9am GMT, 15th June 2021.
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 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

You’ll combine a love of data with a creative flair, building the sorts of eye-catching, inspiring digital content which soars. You’ll take a lead in strategies for increasing the digital reach of our work and support others to deepen our supporters’ commitment to the cause. You’ll also work closely with colleagues in press, PR, design, campaigns and fundraising, though you won’t have overall responsibility for these areas.

You’ll oversee our digital communications infrastructure, including our website, supporter database and social media accounts, ensuring everything runs smoothly, legally and looks shipshape. You’d be expected to manage and research basic technical problems, deferring to specialist developers where needed. It’s also your responsibility to ensure our digital communications systems adhere to privacy laws and accessibility needs.

You’ll take a proactive approach to increasing and diversifying our audiences, finding new ways to talk about climate change with new people. You’ll have a chance to work across all our campaigns – from community hedge planting to building solar motorways or installing heat pumps in urban parks – offering you opportunities to engage with a lot of different people, in a range of ways. You’ll play a leading role in the communications team, but also work closely with fundraisers and campaigners.

You should be a keen storyteller as well as a bit of a spreadsheets nerd. Our work can have highly technical roots in engineering, policy or environmental
and social sciences, and you’ll be challenged to turn it into something inspiring and engaging for non-specialist audiences. You’ll also ensure we measure and evaluate our digital communications outputs, using this data to guide strategy and challenge assumptions where necessary.

Reflecting Possible’s culture of collaboration, you’ll be invited to contribute to fundraising, campaign and organisational strategy. As a member of the management team you’ll help us run the organisation and play a key role in the leadership of the communications team. 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**

- A key copywriter, editor and brand custodian for the organisation. As well as composing campaign copy and giving feedback on others’ work, you will share responsibility for signing off campaign copy with other senior staff.

- Digital communications infrastructure:
  - Oversee and manage our supporter database. You’ll ensure our digital communications adhere to GDPR and other supporter privacy concerns.
  - Edit the Possible website. You’ll keep the website up to date, accessible and clear, delegating to others in the communications team where appropriate.
  - Oversee our social media channels, strategy and goals, taking a turn staffing social media accounts.
  - Deal with any basic bugs in the website or database, deferring to external technical advice where necessary.
○ Oversee measurement and evaluation of our digital communications outputs, using this data to guide strategy and challenge assumptions.

● Supporter engagement and growth
  ○ Develop and deliver ambitious targets for supporter and audience growth.
  ○ Oversee marketing including SEO, influencer strategy and social media ad buy.
  ○ Work with others in the communications team to build and maintain supporter relationships, ensuring supporters are inspired to participate in and donate to our campaigns.

● Supervising and managing other staff
  ○ Commission and supervise freelancers including web developers, photographers and videographers.
  ○ Line management of communications staff.
  ○ Ensure others in the team have appropriate training to undertake communication tasks appropriate for their roles.

● Contribute to campaign and fundraising strategy, ensuring we produce eye-catching digital communications which attract large, diverse audiences.

● Contribute to the management of the communications diary, ensuring communications roles are staffed and we can sustainably and impactfully support campaign targets.

● Horizon-scan trends in the sector.

● Regular but light weekend communications cover.

● Occasional deputising for the director of communications as well as more junior staff in the communications team.

● Occasional project management.
About you:

To make our shortlist, you’ll need to:

- Be an experienced communications professional with three years experience in implementing successful campaign/supporter engagement strategies.

- Have an interest in and a commitment to engaging the British public with action on the climate crisis. You don’t need to be a seasoned environmental activist, but you need to be committed to Possible’s aims.

- Be a good storyteller with both copywriting and editing experience. You’ll have an eye for detail, able to spot a misplaced apostrophe or deviation from the style guide with ease (and politely correct your colleagues without annoying them).

- Enjoy data-driven digital marketing, able to set and deliver growth targets with ease. You’ll have worked with Facebook analytics, Facebook advertising, Google analytics and Google adwords for at least a year.

- Have a working knowledge of data protection legislation and web accessibility, with a commitment to both data security and good user experience.

- Have experience of working with Engaging Networks or an equivalent CRM.

- Have held line management responsibilities for at least a year.

It wouldn’t hurt if you could speak to some of these too. We don’t expect candidates to tick all of these, and don’t need you to tick any of them (and if you’re worried about applying because you don’t, you can get in touch):

- At least two years experience leading Facebook advertising campaigns.

- Experience of managing a CRM.
• Experience of managing budgets.
• Experience of setting and delivering audience growth targets.
• Experience of working for a charity and/ or on social change campaigns.
• At least three years experience of line management, able to give examples of dealing with line management challenges and helping support the growth and development of junior team members.
• Experience of working on individual giving and other fundraising campaigns.
• Experience of website development and/ or working with specialist web developers.
• Strong knowledge of climate change communications, public engagement with science and engineering, and/ or the UK energy system.
• Have some experience working in press and PR, or at least an interest in working beyond digital communications.
• Have an interest in building your career and engaging with the management of the organisation, with an eye on joining a senior management team in the future.

**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 light bulb 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 organisation e-cargo bike, if London based
- 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](#). Fill it in and return it to jobs@wearepossible.org no later than 9am GMT, 15th June 2021. Please put “[communications manager]” in your email subject line.

We will hold two rounds of interviews. The first interview will happen online with two Possible staff and last less than an hour. The second may be in person (tbc) and is likely to last for about 90 minutes, including a short task. For candidates invited to second interviews there will also be an opportunity to speak informally with two Possible staff members not involved in the appointment process to ask any questions about our workplace, and get a feel for our organisational culture.

We expect to hold first round interviews on the 21st and 22nd of June with the second round on the 24th and 25th. If you know you are not able to make any of these dates, please let us know in the appropriate section 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.