



Head of Communications

Application Pack

Closing date:	Sunday October 10th 2021
Interview date:	Friday October 15th 2021
Interview location:	Online

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1. Job Description

Momentum is recruiting a **Head of Communications** who will play a vital role in our vibrant organisation. This is an exciting opportunity to ensure Momentum becomes increasingly effective at campaigning to transform society and unleashing the power of grassroots members.

From managing the launch of a new campaign to planning fundraising drives and landing a story in the press, you will manage a Communications team that - working closely with the Digital Media team - is responsible for the strategic direction, tone and messaging of Momentum's public and member-facing communications.

Your team is based in London and is responsible for communicating with members via email and the website, press liaison, managing incoming member communications and strategising communications across the organisation.

We encourage applicants from a diverse range of backgrounds, and we're very happy to consider applicants with experience and qualifications gained outside of higher education. We particularly welcome BAME, working class, women, LGBT+ and disabled applicants.

Reports to: Political Coordinator

Staff Management Responsibility: Communications Team: Communications Officer, Membership and Growth Officer

Other Management / Coordination: Attending the Communications Working Group, and working closely with NCG members and the Political Coordinator do develop and distribute communications lines

Financial Management Responsibility: Comms budget (call and texting budget)

Salary: £29,765 to £33,370, with London weighting. £26,265 to £29,870 without London weighting.

Location: Ideally based in London (however, applicants from all over the country will be considered)

Job Purpose: To develop and oversee Momentum's public-facing communications, ensuring it aligns with our strategic objectives, and raising Momentum's public profile

Duties and Responsibilities

Communications strategy

- Devising and implementing a multi-channel and multi-audience media communications strategy that grows Momentum's reach, influence and supporter base.
- Strategising and messaging new campaigns, networks and launches.
- Coordinating a coherent, cross organisation narrative about where Momentum is at, what we stand for and where we're going.
- Developing and overseeing the tone and accuracy of Momentum's communications, tailoring them to different audiences using different communications channels.
- Devising and implementing a communications risk mitigation strategy.

Communications management

- Overseeing the delivery of and improvement of all member communications via email, website, Whatsapp, Twitter and campaign websites.
- Overseeing the accuracy and precision of all communications.
- Building and improving systems of management within the communications team.
- Managing two staff members and the communications budget.
- Interacting with and presenting communications strategies and outputs to the Political Coordinator and Momentum's National Coordinating Group.

Press liaison and crisis management

- Advising staff members, elected representatives and activists on responses to the media.
- Training, briefing and pitching spokespeople.
- Responding to press enquiries.
- Building relationships with journalists and key publications.
- Managing rebuttal and negative press enquiries.
- Attending press conferences or interviews with the organisation's spokespeople.
- Coordinating or writing press releases and opinion pieces.
- Occasionally being on call to deal with urgent media enquiries during evenings or weekends.

2. Person Specification

The ideal candidate will be:

- A highly organised, self starting communications professional with a proven track record of managing a team to deliver a communications plan across both the press and digital.
- Motivated by growing Momentum in terms of members and reputation but also bringing the organisation closer to its members, ensuring our communications empower them to act and that members recognise themselves in our output.
- Excited by narrative and the chance to tell a big story about an important organisation on the national stage.
- Experienced in managing competing priorities of different teams but also a complex, hectic workflow within their own team.
- A stickler for detail and really care about the quality and consistency of Momentum's communications - from ensuring the tone of new web copy is spot on to carefully framing and deploying a media intervention to maximum effect.
- Able to conceptualise communications in terms of audiences, objectives and channels, understanding that all of Momentum's communications should be driven by political objectives and underpinned by a coherent strategy.
- Enthusiastic to build Momentum's communications infrastructure in a distributed fashion, empowering members to communicate with each other as well as strengthening our 'one to many' communications.
- Comfortable working in a fast paced environment, reacting quickly to changing events but also able to step back, think deeply and plan beyond the next month.
- Personable and easily able to build relationships with journalists and key media organisations on behalf of Momentum.
- Have a keen eye for opportunity, constantly assessing how Momentum and our work can feature in the news cycle and actively planning media interventions.
- Excited to take a wide ranging leadership role in the organisation and unafraid to get involved in other parts of the organisation, take collective responsibility for its good running and making big judgement calls.

Essential Experience

- A highly motivated individual who is committed to Momentum's strategic goals and the transformation of the Labour Party into a democratic, member-led party capable of winning elections and implementing socialist policies
- Someone with a deep understanding of the politics and messaging of Momentum and other movement organisations.
- Experience of dealing with national press and a deep understanding of how news media works.
- Experience using member and supporter facing communications across multiple platforms to build impactful campaigns.
- Experience of managing either staff, volunteers and complex workflows
- Understanding of framing and messaging techniques.
- The ability to write clear and on message copy in different voices to tight deadlines.
- Knowledge and understanding of member communications across multiple platforms including social media and email.
- Ability to work across different projects in a fast paced environment.
- Strong IT skills and experience with or the ability to quickly learn communications platforms such as Nationbuilder, Wordpress or similar.

Desirable Experience

- Experience working in a member-led organisation that is primarily funded by its members.
- Experience in crisis management.
- Experience with Momentum, either locally or nationally.
- Experience growing a successful social media operation.
- A background in digital / digital communications and experience building digital communications infrastructure.
- Experience of political organising in both electoral and social movement contexts.

We encourage women, BAME, LGBTQ+, people with disabilities and people of any age to apply

3. How to apply

To apply for this role, please complete this application form supplied alongside the job advertisement and return it to hr@peoplesmomentum.com. Momentum is committed to equal opportunities and diversity at every level of the organisation.

Therefore, we would appreciate you completing this short (optional) equal opportunities monitoring form [here](#), and sending it to hr@peoplesmomentum.com. Please send your completed application in a Word document format, not a PDF or Pages document.

If you would like further information about the role, please contact andrew.dolan@peoplesmomentum.com

- Momentum's website can be viewed [here](#).
- Momentum's social media accounts can be viewed here:
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
- Momentum's constitution can be viewed [here](#).