



## Communications Officer

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**Hours:** Full time, flexible options available  
**Salary:** Up to £28,501 (incl. £3K London Weighting)  
**Pension:** 5% employee, 10% employer contribution

**Contract:** Permanent  
**Based:** London office but currently working remotely  
**Holiday:** 25 days + Christmas break

## Living Wage Foundation

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The **Living Wage Foundation** was launched in 2011 by **Citizens UK** to tackle in-work poverty and ensure that workers earn enough to live on and participate in family and community life. Citizens UK is the home of community organising with diverse civil society alliances set up to develop leaders to work on the issues that matter to them, such as the Living Wage. Other projects include **PACT** (Parents and the Community Together) and **Sponsor Refugees** to add depth to the impact of Citizens UK's work.

The Living Wage is a movement of businesses, organisations and people who believe that a hard day's work deserves a fair day's pay. The real Living Wage is an independently calculated hourly rate based on the cost of living and announced each November during Living Wage Week, our annual celebration of a growing network of over 7,000 Living Wage Employers.

The Living Wage Foundation celebrates employers that voluntarily choose to pay the real Living Wage through an accreditation scheme that recognises a long-term commitment to fair pay and has secured pay rises for 250,000 low paid workers.

## Purpose

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The Living Wage Foundation has an exciting opportunity to join our dynamic team as a Communications Officer. We are looking for an exceptionally motivated and organised individual who enjoys working in a fast-paced, high-profile communications environment.

The role will support the objectives of the Living Wage Foundation by communicating our work to a wide range of audiences, including senior business leaders and politicians, through a mix of communications channels: social media, media outlets, website and internal communications channels.

The post holder will be responsible for day-to-day social media channels and support the foundation to deliver its media strategy at key campaign moments throughout the year to build awareness of the Living Wage Foundation's work. The role will work closely with the Campaigns Manager and Communications and Marketing Manager to develop compelling communications in support of our campaigns and wider work.

The role is also responsible for key communications with our network of nearly 7,000 accredited Living Wage Employers, including our monthly newsletters, blogs and case studies to celebrate our network of accredited employers.

The position would suit an applicant with strong written and communication skills, with demonstrable experience of working within either a communications team, busy press office, or media outlet, and a passion for all forms of communication, from digital to traditional media

## Main Responsibilities

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### Social and digital media

- Oversee our digital channels to raise awareness of the Living Wage, champion responsible employers, grow our movement and field enquiries.
- Monitor, manage and schedule posts for our Twitter, Facebook, LinkedIn and Instagram accounts, tailoring the content to different channels and audiences.
- Design communications collateral to increase engagement on social media, including editing of videos for uploading online and creation of social media graphics.
- Improve our digital offering for our network of accredited Living Wage Employers.
- Liaise with the Living Wage and Citizens UK team to keep up to date with news to share with key stakeholders.
- Collate and summarise content to schedule newsletters and updates for our varied audiences.
- Develop our plans to build consumer support for Living Wage products and services.

### Media

- Write compelling press releases, blogs and opinion editorials to promote the Living Wage Foundation's work.
- Pitch stories to national, regional, local and sector press, including print, broadcast and online.
- Build effective relationships with the media, colleagues, and other stakeholders to find new ways to raise the organisation's profile.
- Work with colleagues to develop case studies and ensure stories of low pay and the Living Wage are at the heart of all our internal and external communications channels.
- Monitor and evaluate media campaigns and reports.
- Participate in the out of hours duty press.
- Contribute to media strategies and plans that help to win public and political support for the Living Wage Foundation and its work.

### Website

- Sourcing and creating original content for both the Living Wage Foundation and external websites, including creating blog posts, news, guidance and general pages.
- Auditing and reviewing existing website content to ensure it is effective and up to date.

### General

- Administrate and facilitate communications team meetings.
- Support organising key campaign moments and events run by the communications team including the Champion Awards and Living Wage Week

## Application Procedure

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**Method:** Fill out application form which you can download at [www.livingwage.org.uk/jobs](http://www.livingwage.org.uk/jobs). Please save file as 'Name – Comms Officer'

**Submit to:** [recruitment@citizensuk.org](mailto:recruitment@citizensuk.org)

**Please note:** The subject heading of the email should contain the words 'Comms Officer'

**Applications deadline:** Midnight on Monday 10th May

**Interviews:** Monday 17<sup>th</sup> May 2021

The Living Wage Foundation is committed to being an inclusive employer. We value a diverse workforce and encourage anyone with an interest in this role to apply, regardless of whether you meet all the desirable criteria. We invest in our staff and will support you to develop the skills and knowledge required to deliver the role. We particularly welcome applications from black, Asian and minority ethnic (BAME) candidates, who are underrepresented at the Foundation. Please contact us if you would like to discuss flexible working arrangements ahead of applying.

There is a voluntary and anonymous [Diversity Monitoring Form](#) which helps the Living Wage Foundation to monitor against the aims and commitments of our Equal Opportunities Policy. We appreciate your help and cooperation by filling in this form.

For more about the Living Wage Foundation and Citizens UK please visit [www.livingwage.org.uk](http://www.livingwage.org.uk) and [www.citizensuk.org](http://www.citizensuk.org).

## Person Specification

REQUIREMENTS		ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>	Experience of working in a press office or busy communications or PR role	✓	
	Experience and understanding of a range of media outlets, including writing press releases and pitching to journalists.	✓	
	Experience and understanding of a range of social media channels including how to segment and target different audiences.	✓	
	Experience of producing a range of high-quality communications materials for media, websites, publicity, newsletters and reports	✓	
	Experience of evaluating online comms activity and alter response based on results.		✓
	Experience working to tight deadlines in a high-pressure environment	✓	
	Experience working with a wide range of stakeholders and ability to work in partnership		✓
<b>KEY SKILLS AND KNOWLEDGE</b>	Strong written communications skills, with the proven ability to write engaging copy for a variety of channels and audiences	✓	
	Strong copywriting skills with the ability to take in and interpret a wide range of information and present in a succinct manner	✓	
	Strong interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally	✓	
	Excellent time management skills with the ability to juggle a wide range of competing demands	✓	
	Strong IT skills to include MS Office and digital platforms	✓	
	Basic graphic design and video editing skills to create digital collateral, e.g. familiarity with Adobe software/Canva.	✓	
	Understanding of the low pay policy and campaign landscape in the UK		✓
<b>PERSONAL ATTRIBUTES</b>	A strong commitment to the Living Wage campaign and principles of Citizens UK	✓	
	Thrives working in a small, close knit and driven team	✓	
	Enthusiastic and proactive self-starter and the ability to act on own initiative	✓	