



Press and Communications Lead

£31,668 pro-rata (£25,334.40 for 4 days a week)

Permanent contract (6-month probationary period)

Oxford/home

Ideally at least one day a week in our Oxford office, but we are open to remote home-based working. The role will also involve occasional travel to London.

About We Own It

We Own It is a not-for-profit organisation that makes the case against privatisation and for public ownership. We believe people's lives would be better if the needs of communities came before profit for shareholders.

We show that public ownership is needed across public services, from railways to water, from care work to the NHS. We campaign to win victories against privatisation and share our message online and in the media.

We Own It is a small organisation (seven members of staff) with a big mission. You'll get to play a leading role at the heart of a dynamic campaigning organisation, help it grow and develop your skills.

Your role

We're looking for an ambitious, dynamic and super organised Press and Communications Lead. You'll need to be an excellent communicator and people person who can establish and maintain strong relationships with journalists and campaigners at a national and local level. You'll be comfortable managing competing priorities and juggling a wide range of tasks to get our message for public ownership across to a diverse and growing audience.

Every day you'll inspire people about public ownership by doing your best to get us in the news; you'll balance both a proactive and reactive approach to maximise press coverage of and public engagement in our campaigns.

You'll be an essential part of the We Own It team. As Press and Communications Lead, you'll be central to raising our profile and increasing our supporter base, networks and impact in smart and innovative ways. We're looking for the right person who's great at writing, efficient, driven and passionate about our cause.

You will:

- Lead on and implement We Own It's ambitious media strategy
- Create excellent, inspiring copy in a range of formats, including press releases, news articles, blogs, social media content and newsletters; you'll have to work to deadlines and react quickly to media enquiries
- Proactively ramp up the conversation around public ownership in the media by building and maintaining strong relationships with journalists and increasing our profile on TV, radio and in the papers

- Have your finger on the pulse with all things political; you'll monitor parliamentary activities on a daily and weekly basis, communicate them to the team, and deliver ad hoc research tasks
- Coordinate media interviews, press releases and photo calls, supporting and briefing staff behind the scenes ahead of media appearances
- Ramp up our online profile to reach more people via social media and our website
- Grow our newsletter list to increase our supporter base by seeding content and promoting social media ads
- Build alliances, develop networks with organisations and national and local campaigners; you'll work collaboratively with activists around the country to defend and promote public services
- Report on our comms metrics to track progress and regularly share them internally
- Share the work of all anti-privatisation campaigners, building excellent relationships with allies and helping local campaigners to get local press coverage
- Provide planning and event management support for We Own It's public-facing and supporter events
- Work flexibly and collaboratively with the rest of the team as required – be ready to get stuck in!

Person specification

Essential

- Proven success in getting media coverage; you'll have press experience and a track record of managing media proactively and reactively
- Strong news sense and great understanding of what journalists are looking for
- Experience of managing and growing social media profile
- Excellent written and verbal communication skills; you'll be able to produce great copy
- Able to make complexity simple and write in an accessible way
- High attention to detail, accurate, thorough and thoughtful
- Strategic thinker, smart at messaging
- Excellent organisational and time management skills; you'll need to work to tight deadlines and react quickly to journalists' requests for articles and press quotes
- Emotionally intelligent and persuasive networker, with great people skills and a friendly and professional manner; you'll be able to communicate with a wide range of people
- Self-motivated with plenty of initiative, drive and resilience; you'll also be able to work collaboratively as part of a team
- Understanding of political campaigning

- Experience of project management and decision-making under pressure
- Creativity (especially on a tight budget)
- Strong awareness of the political landscape and interest in public services; you'll need to get up to speed with our campaigns and media strategy quickly
- Passionate and enthusiastic about our campaigns and our mission

Desirable

- Experience of working in a small and/or campaigning organisation
- Experience of working with diverse groups
- Experience of any of the following: photo editing/graphic design/video making
- Formal education or qualification in one of our areas of work
- Overall, we are looking for someone with the skills, experience, passion and drive to make a difference through our communications.

How to apply

Please send applications by email to zana@weownit.org.uk

The application should include:

- A covering letter explaining why you're interested in the role and how you meet the above person specification, giving examples where possible (please include where you saw the role advertised)
- Your CV
- A piece of your own writing that you're proud of
- The names and contact details of two referees

We encourage applications from women; black, Asian and minority ethnic people; people who identify as having a disability; people from the LGBTQ+ community; and people from working-class backgrounds.

Closing date for applications: **Monday, 18th October (midnight)**

Interviews: Interviews for all candidates will take place via Zoom in the week commencing **Monday, 25th October**. We would also like to meet the final candidate(s) face-to-face before hiring – this will involve meeting our director in person in Oxford the following week.