**Candidate Information Pack**

**Communications and Policy Manager**

**Please find enclosed:**

## Background Briefing

## Job Description and Person Specification

* The Recruitment Process
* Application Form

**For background information on the National CLT Network**

[www.communitylandtrusts.org.uk](http://www.communitylandtrusts.org.uk)

**For background information on UK Cohousing**

<http://cohousing.org.uk/>

**For background information on CDS Cooperatives**

<http://www.cds.coop/>

**For background information on the community-led collaboration**

<http://custombuildstrategy.co.uk/news-article/new-collaboration-will-boost-community-led-housing/>

<http://www.24housing.co.uk/news/community-led-housing-networks-agree-formal-collaboration/>

**Background Briefing**

**Why Join Us?**

Would you like to work in a dynamic organisation that is behind a growing movement of people building genuinely and permanently affordable homes and is part of a cutting-edge collaboration to scale up community-led housing?

Community Land Trusts (CLTs) are a vital force for social good. They are local organisations set up and run by local people to develop and manage homes as well as other assets important to that community, like community enterprises, food growing or workspaces. The CLT’s main task is to make sure the homes are genuinely affordable, based on what people actually earn in their area, not just for now but for every future occupier. The CLT movement is growing fast as more and more people are feeling the impact of the housing crisis and are deciding to take things into their own hands.

CLTs are part of a wider community-led housing movement that has gained momentum over recent years, particularly following the commitment from Government to invest £60 million a year in the sector. The sector is now on the cusp of significant expansion and there is real potential to move it from a niche emerging market into the mainstream. To achieve that, the National CLT Network has entered into a strategic collaboration with the UK Cohousing and CDS Cooperatives to work on joint projects, including to raise awareness of community-led housing and advocate with Government, funders and partners for the right policy and funding conditions for the sector to grow. This is an exciting time to join us and lead this work.

The Communications and Policy Manager is a senior role that will play a key role in the strategic collaboration and in the National CLT Network’s own ambitious plans for the coming years. The postholder will spend 3 days a week working on the National CLT Network’s policy and communications initiatives and 2 days per week working for the UK Cohousing Trust on their communications and policy work and on the broader collaboration.

**More about the National CLT Network**

The National CLT Network was established in 2010. As the national Charity for CLTs in England and Wales, it represents and supports 225 CLTs nationwide and is a membership body.

The National CLT Network provides funding, resources, training and advice for CLTs and works with Government, local authorities, lenders and funders to establish the best conditions for CLTs to grow and flourish. In the short time that the organisation has been around it has achieved a significant amount and is known as one of the most effective lobbying organisations in Westminster. Some of the notable achievements include: -

* Securing £60m annual Government funding for community-led housing;
* Securing a full exemption from the Government’s 1% cut in social rents and a partial exemption from the Right to Buy;
* Successfully delivering three major grant programmes that enable CLTs to get established and deliver homes, awarding 268 grants to date;
* Significantly raising the political and public profile of CLTs, including among Cabinet Ministers, MPs (70 MPs were engaged on one campaign), policy makers and key partners. The organisation recently led a major study into the housing crisis for the National Housing Taskforce on behalf of the Housing and Planning All Party Parliamentary Group.

These successes, alongside many others, have had the following impact:

* A six-fold increase in CLTs from 30 in 2010 to 225 in 2016 and an expansion of the sector into urban areas;
* 700 permanently affordable homes built by CLTs and another 3000 in the pipeline.

**More about the UK Cohousing Trust**

The Cohousing Network is a membership body set up in 2007 to help communities use cohousing principles to create better places to live by reducing isolation and loneliness, growing street level social capital to share facilities and services to reduce living costs. In 2013 the UK Cohousing Trust was established to become the charitable organization to promote the public benefit of cohousing principles; the application for charitable registration is currently underway.

Cohousing is a global definition for a way of living in socially active self-managed communities. Cohousing is more widely available in other countries such as the USA and in Denmark, where it accounts for approximately 8% of the housing stock.

The UK Cohousing is a resource point for anyone interested in finding out about cohousing, as well as providing a information for local councils, housing associations, and other organisations working to achieve social progressive change. UK Cohousing’s aim is to make cohousing accessible to the mainstream and to help shape the policy and public funding environment to achieve this goal.

Cohousing is gaining significant interest from the public, particularly as a response to issues of loneliness and isolation and the challenge of funding social care. You may have spotted recent coverage by the BBC, in the Daily Mail, The Times and Telegraph.

**More about CDS Cooperatives**

CDS Cooperatives wants to see co-op and community led housing as a mainstream option – widely and easily available across tenures and budgets. CDS is a registered housing association with just under 1,000 owned properties and is the largest housing co-op agency in London and the South East where it provides a broad range of business and landlord services to 45 independent co-ops and their 2,200 residents. We aim to achieve our vision by working collaboratively with others, helping the best ideas, products and projects to thrive.

**The Organisational context for the role**

The National CLT Network has an ambitious strategy over the next five years to significantly scale up the CLT movement and, simultaneously, transform the National CLT Network from being almost entirely reliant on grant, into a strong, viable and resilient social business. Having recently secured core grant funding from the Tudor Trust and the Esmeé Fairbairn Foundation to support this strategy, the National CLT Network is in a strong position to build on its early successes and, over the next five years:

* Grow the number of CLTs to at least 300 nationwide and support the delivery of at least 3000 permanently affordable homes;
* Have a leading role in the development of an alliance for the wider community-led housing sector;
* Turn the National CLT Network into a financially sustainable and resilient social business.

In order to achieve these aims we now need to appoint a Communications and Policy Manager, who will be responsible for leading three areas of work:

**One – lead the communications and policy work for the National CLT Network**

The National CLT Network wants to raise awareness of CLTs amongst the general public, as well funders, local authorities and other partners, and build on its policy and campaigning successes to secure an even more positive policy and funding environment for CLTs. To achieve this, you will:

* Develop and deliver the National CLT Network communications strategy to raise the profile of CLTs amongst the general public and partners;
* Write or commission content for different communications tools and work with colleagues to ensure communications are joined up and help maximise the impact of the National CLT Network’s work;
* Secure press coverage on CLTs, generating press releases, working closely with the media and supporting CLTs to tell their own story;
* Provide a voice for CLTs in the media and working with the Director, trustees and member CLTs to create a national presence and representation of CLTs;
* Deliver the current advocacy campaign on the £60 million fund and Right to Buy, working with the Director;
* Devise and develop the strategy for our future advocacy campaign, working with the Director;
* Ensure the advocacy campaign is up to date, relevant, timely and influential and that members have the tools to respond to changes in the environment;
* Working with the Director and trustees, lobby and influence Government, including Ministers and officials, as well as MPs, funders and lenders;
* Develop the National CLT Network’s position as thought leader in housing and other relevant policy areas;
* Ensure we collect robust data to provide a strong evidence base for our work;
* Providing creative and innovative communication tools for our members

The postholder will work closely with the Director to ensure that these aims are delivered. The role offers the opportunity to be ambitious and creative and, given the prominence of the National CLT Network in the wider affordable and community housing sector, develop leadership qualities both within the organisation and externally.

**Two – lead on the Policy and Communications work for the UK Cohousing Trust**

The UK Cohousing Trust wants to build on the already strong profile of cohousing to raise public awareness of cohousing and put in place a supportive policy environment. Similar activities as those outlined above will be delivered for the UK Cohousing Trust specifically. There will be scope to rationalize the work, and you will lead on determining that.

**Three – lead on the collaborative communications and policy work**

The National CLT Network, the UK Cohousing and CDS Cooperatives have agreed a new formal collaboration to see community-led housing grow into a mainstream option, which includes the need to raise awareness and increase demand for community-led housing and ensure a supportive policy and funding environment for the sector. The barriers to growth in community-led housing are not unique to one model i.e. CLTs or cohousing, but are common across the sector. Ditto the potential to raise the profile of the sector. We therefore want to see much of our individual communications and policy work delivered in unison and as a shared activity i.e. instead of each having a separate communications strategy, there is a single communications strategy for community-led housing. This is an exciting opportunity to lead the move towards the shared work and the development and delivery of those shared policy and communications activities.

**The person**

In order to achieve the vision and goals the postholder will need to be a team player, who can work flexibly and collaboratively to add value to the work. This is an exciting and career-enhancing role. It could be the right opportunity for a range of potential candidates. Your motivations might be many and varied – from wanting to develop your career in policy and communications, to having a passion for housing or communities, or because you want more responsibility and to develop your leadership potential. Whatever your motivations the National CLT Network would like to hear from you. Particularly if you: enjoy a variety of tasks and challenges, are creative, enterprising, flexible and ambitious and are able to work with both the big picture and deliver on the detail. You will also feel strongly about the importance of social justice and the difference that CLTs and community-led housing can make.

**JOB DESCRIPTION**

**Job Title:** Communications and Policy Manager

**Salary:** £36,000 + pension and benefits

**Location:** Borough/London Bridge, SE1

**Contract:** Permanent

**Responsible to:** The Director of National CLT Network

Matrix Management for collaborative Community-led housing initiatives

**Works closely with:** All National CLT Network team members

Executive Director & Trustees of UK Cohousing Trust

CEO of CDS Cooperatives

Community Land Trusts, cohousing groups and cooperatives.

**Responsible for:** The National CLT Network has a matrix management approach, so the post holder can expect to be responsible for a number of projects

**Purpose of the post:**

These are the range of tasks that will be involved:

**Strategic Policy and Communications**

* Working with the trustees, Director, other managers and members, develop the National CLT Network communications strategy and advocacy campaign strategy;
* Working with the Executive Director of the UK Cohousing Trust, develop and deliver the UK Cohousing Trust’s communications strategy and advocacy campaign strategy;
* Working with the CEO of CDS to develop and support an external communications and profile raising campaign strategy;
* Working with all three partners - National CLT Network, UK Cohousing and CDS Cooperatives - develop and deliver a shared communications strategy and shared advocacy campaign strategy.

**Advocacy Campaigning, Policy and research**

* Working with the respective Directors, deliver the advocacy campaign strategy(ies);
* Working with the Directors, develop the organizations’ position as a thought leaders in housing and other relevant policy areas;
* Ensure the advocacy campaign work is up to date, relevant, timely and influential; scanning the policy environment and responding to political developments and opportunities affecting CLTs, cohousing groups and the wider community-led housing sector;
* Working with the Directors, identify and build networks, both from the membership and externally, to support and contribute to the advocacy campaign work;
* Collect robust data on the performance of CLTs, cohousing, coops and other community-led housing and create evidence based policy;
* Prepare briefings on relevant policy changes or measures, including for members;
* Working with the Directors, articulate the campaign messages in a wide range of settings, from internal meetings to external public meetings and events such as conferences, Parliamentary events, stakeholder roundtables;
* Working with the trustees and the Director, lobby and influence government, devolved governments, Members of the House of Lords, MPs;
* Supporting CLTs, cohousing groups and our collaborators to lobby policy and decision makers;
* Evaluating the effectiveness of the advocacy campaigns, appointing and managing contractors where appropriate.

**Communications and Marketing**

* Write or commission copy and content for different communications tools: website, social media, newsletters etc;
* Generate content for member Updates;
* Ensure that all communications reflect the quality of our work and the professionalism of our respective approaches;
* Be the guardian of the various brands and work with colleagues to ensure outputs meet branding and house style guides;
* Lead on publicising and marketing the National CLT Network, UK Cohousing and the collaboration with CDS and work with colleagues to support their communications and marketing requirements;
* Work closely with colleagues to ensure that communications are joined-up and maximizes the impact of the work;
* Deliver the communications work required of specific projects e.g. the National CLT Network’s Urban CLT Project.

**Press and Media Relations**

* Scan the press and media to identify news issues which may be of relevance to CLTs, cohousing and community-led housing to hook on relevant stories;
* Manage and develop proactive and reactive media relations to support the National CLT Network’s and UK Cohousing Trust’s aims and objectives, as well as the shared communications strategy objectives;
* Write press releases and liaise with the media
* Work with trustees, the Directors, other managers and members to create a national presence and representation of CLTs, cohousing and community-led housing;
* Provide a voice for CLTs, cohousing and community-led housing in the media.

**Website and Social Media**

* Oversee and manage the development and maintenance of the respective websites, including commissioning updates or redesigns;
* Ensure that social media is used to enhance policy and communications;
* Develop and deliver a strategy for Search Engine Optimisation, if appropriate.

**Events and Meetings**

* Provide advice and maximize the communications potential of events and meetings.

**Other**

* Manage projects using a Matrix system, taking responsibility for leading and managing a mix of team members in order to deliver on specific projects;
* The National CLT Network is a small organisation and the postholder will be required to take on other responsibilities and duties in support of our work, as may reasonably be required.

**PERSON SPECIFICATION – Communications and Policy Manager**

| **Knowledge, skills and experience** | **E** | **D** |
| --- | --- | --- |
| 1. Experience of working in or with the voluntary, charity or community sector. |  | ✓ |
| 1. Experience of developing and delivering policy/advocacy campaigns. | ✓ |  |
| 1. Experience of developing and delivering communications initiatives. | ✓ |  |
| 1. Excellent communication skills, able to write in an interesting, accurate and informative way. Strong verbal communication skills. | ✓ |  |
| 1. Excellent relationship building and collaboration skills. | ✓ |  |
| 1. Good organisational skills, able to juggle a range of roles and challenges. | ✓ |  |
| 1. Experience of websites and social media. | ✓ |  |
| 1. Experience of working on a collaborative venture. |  | ✓ |
| 1. A confident self-starter. | ✓ |  |
| 1. Genuine value of and commitment to National CLT Network’s and the community housing collaboration’s aims and the role it plays. | ✓ |  |

| **Personal qualities and abilities** |  |  |
| --- | --- | --- |
| 1. Strong communicator and presenter. | ✓ |  |
| 1. Proven ability to strategise and see the big picture, able to plan ahead. | ✓ |  |
| 1. An ability to drive programmes and projects forward and be task oriented. | ✓ |  |
| 1. A team player, able to work both independently and collaboratively in the role and able to roll your sleeves up when needed. | ✓ |  |
| 1. Strong desire to work collaboratively and to juggle a range of tasks. | ✓ |  |
| 1. A facilitative approach and able to influence a wide range of people and organisations. | ✓ |  |
| 1. Comfortable with change and working in an evolving organisation. | ✓ |  |
| 1. Enthusiastic, highly motivated and genuinely interested in, curious about and supportive of the work of CLTs, the National CLT Network and collaborators. | ✓ |  |

**National CLT Network** **– Communications and Policy Manager**

**The Recruitment Process**

## Timetable

|  |  |
| --- | --- |
| Deadline for applications | 10 April 2017, at 10am |
| Screening Interview | 12, 13 and 20 April |
| Panel interviews | 26 April |
| Final Interview | 2 or 3 May |
| Decision made & successful candidate notified | Early May |

## To Apply

If you would like to apply for this role, please complete the Application Form on the next page, and the Equal Opportunities Monitoring Form (downloaded from <http://www.allysondavies-consultant.com/job-board/equal-opportunities-monitoring-form/>), plus attach a CV outlining your career to date, with any academic and professional qualifications.

Please send your application, **by 10am on Monday 10 April**, to

NCLTN@allysondavies-consultant.com

**Information**

If you require any further information or you would like to discuss anything in more detail, please contact Allyson Davies at the above email address, or call   
020 7828 3855 or 07968 556 164.

**National CLT Network**

**Application Form – COMMUNICATIONS AND POLICY MANAGER**

Please complete this form [*delete the preceding pages*] and attach a CV outlining your career to date, plus any academic and professional qualifications. Please send this application form, CV and [Equal Opportunities form](http://www.allysondavies-consultant.com/job-board/equal-opportunities-monitoring-form/), **by 10 April 2017**, to NCLTN@allysondavies-consultant.com

Full name:

Address:

Mobile phone:

Home phone:

Email:

How did you hear of this post?

Are you eligible to work in the UK?

# References

Please give details of two professional referees: your current or most recent, and a previous employer:

1. Name and professional relationship to you:

Tel:

Email:

OK to approach: Yes/No

2. Name and professional relationship to you:

Tel:

Email:

OK to approach: Yes/No

**Please give details of your current income and benefits details:**

Basic Annual Salary: Annual Leave:

Pension: Employer contribution: Employee contribution:

Any other benefits:

Notice required:

##### On no more than two pages, please state:

1) Why you would like to be the Communications and Policy Manager at the National CLT Network?

##### 2) What three key areas of your experience and skills you can bring to this role?

##### (please draw upon the Person Specification to inform your answer)

**DECLARATION**

I declare that the information that I have provided on this form is true and accurate, and in particular that I have not omitted any fact which may have a bearing on my application. I understand that any subsequent contract of employment with the NCLTN will be made on the basis of the information I have provided. I understand that a false declaration, which results in my appointment to NCLTN, will render me liable to dismissal without notice. I also understand that submitting this form electronically is equivalent to a signed declaration.

**Signature** [type your name] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date** \_\_\_\_\_\_\_\_\_\_\_\_