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**Candidate Information Pack**

**Communications and Campaigns Officer**

**£24,000 – £28,000 (pro rata, 4 days)[[1]](#footnote-1)**

**Please find enclosed:**

## Background Briefing

## Job Description and Person Specification

* Application Form
* The Recruitment Process
* Equal Opportunities Monitoring Form

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

www.communitylandtrusts.org.uk

**Background Briefing**

**Why join us?**

Would you like to join a dynamic organisation that is behind a growing movement of people building genuinely and permanently affordable homes?

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 matters into their own hands.

CLTs and the wider community-led housing movement have gained momentum over recent years, particularly following the commitment from Government to invest £300 million 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. Our goal is for anyone, anywhere, to be able to set up a CLT. Central to achieving that is our work to raise awareness of the opportunity for CLTs and create a supportive national and local funding and policy environment. The National CLT Network has also recently been awarded a grant by the EU as part of a collaborative project to take what we already do here and extend it to support the growth of CLTs in cities in north-west Europe, including in France, Belgium, Holland and parts of Germany.

This is where you come in. As the Communications and Campaigns Officer you will play a key role in supporting the National CLT Network’s core communications, campaigns and events activities, both here and in NW Europe. You will be supporting the delivery of our strategic communications and advocacy campaigns and will work with our partners in Europe to coordinate and support them to deliver communications work and advocacy campaigns in their areas.

**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 240 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 £300m 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;
* 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 seven-fold increase in CLTs, from 30 in 2010 to 229 in 2016/17, and an expansion of the sector into urban areas;
* Over 800 permanently affordable homes built by CLTs and more than 5000 in the pipeline.

**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. Over the next five years the National CLT Network wants to:

* 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.

We have recently received EU funding to take part in a collaborative project to scale up CLTs in cities across north-west Europe (through the North West Europe Interreg programme) and are leading on some key workstreams for that project, including external communications and advocacy campaigning.

In order to achieve our aims and those of the Interreg North West Europe project, we need to build on our communications and campaigning activities. The postholder will help with that by working closely with other team members and partners to develop and deliver a range of initiatives focussed on:

**One – Working on various aspects of the Communications Strategy**

The National CLT Network wants to raise awareness of CLTs amongst the general public, as well as funders, local authorities, and other partners. It also has a key role in coordinating the external communications activities to be delivered through the North West Europe Interreg project. This role will contribute to this by, amongst other things:

* Working closely with the Communications Manager on the continued development and on-going delivery of our strategic communications;
* Bringing their confidence and energy to deliver and coordinate external communications initiatives delivered by our Interreg partners in North West Europe;
* Being creative and competent with a range of communications tools, including writing, building relationships, using social media, developing websites etc.

**Two – Working with the team on the development and delivery of a range of events**A key way in which we raise the profile of CLTs, inspire others about CLTs, communicate with our members and partners and create a supportive policy environment is through our programme of events. This role will be integral to our success by:

* Working with the team (managers and the administrator) and playing a key role in developing, and delivering a programme of events such as the national conference and See It and Believe It peer-to-peer events, both of which have contributed significantly in our success to date;
* Coordinating the event programme to be delivered by partners of the Interreg NW Europe project.

**Three – Working with the Director and others on our prestigious and acclaimed advocacy campaigns**

The advocacy campaigns of the National CLT Network have been at the heart of our success; it is key to our future and to the growth of CLTs to maintain and develop this area of work. This role will be integral to this ambition and will involve working closely with the Director on:

* Supporting the delivery of the National CLT Network’s advocacy campaign;
* Being responsible for coordinating an advocacy campaign for the Interreg North West Europe project, supporting partners to deliver their own campaigns.

**The person**

The Communications and Campaigns Officer will need to be a team player, who can work flexibly and collaboratively to add value to the work. We are committed to growing potential and talent and there will be plenty of opportunity in this post to take on responsibility and develop your management skills. It could be the right opportunity for a range of potential candidates. So, you may be particularly motivated by community-led housing, or you may be particularly interested in developing a career in communications or campaigns and want to build on your experience, or you may wish to take a step up and have the chance to prove your management 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 a strong communicator, flexible, organised, would enjoy the challenge of being creative and multi-tasking on range of stimulating and challenging projects. 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 Campaigns Officer

**Salary:** £24-28,000 (pro rata, 4 days**[[2]](#footnote-2)**), plus generous pension and benefits

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

**Contract:** Permanent

**Responsible to:** Communications Manager

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

Colleagues involved in the Interreg North West Europe Project

Community Land Trust groups in the England and Wales and   
 North West Europe.

**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:**

Working closely with other team members to enhance and further the work of the National CLT Network through developing and delivering a range of initiatives that will raise awareness of CLTs and create a positive policy environment for CLTs in England and Wales, and supporting partners to do the same in North West Europe.

**Communications and press**

* Supporting the delivery of the National CLT Network’s communications strategy and supportive plans, including press, newsletters, social media etc;
* Supporting the development and delivery of the communications strategy for the Interreg North West Europe project;
* Writing or commissioning copy and content for different communication tools for the National CLT Network and NWE Interreg project, including website, social media platforms and regular newsletters;
* Drafting press releases, helping secure press coverage in the trade, national, regional and local press, supporting partners to do the same in the North West Europe region, and effectively monitoring press activity;
* Supporting the work to collect robust data on CLTs, ensuring it captures data on CLTs across the North West Europe region, and using it to support advocacy campaign work;
* Promoting the events programme;
* Supporting wider communications work as necessary, including promoting our grant programmes, National CLT Network membership and the National CLT Network’s new business initiatives (e.g. the recently launched partnership with Crowdfunder).

**Events**

* Delivering our events programme for the National CLT Network, consisting of the See it and Believe It and national conference, working with partners, the Communications Manager and the Administrator, and coordinating an events programme for the Interreg North West Europe project (which includes our own events);
* Delivering the events programme, including the following tasks:
  + Developing programmes, identifying suitable venues, liaising with speakers, facilitators and attendees, preparing speaker briefs etc;
  + Preparing and marketing the sponsorship offer, working with the Head of Grants and Development;
  + Marketing the events to a range of audiences;
  + Proactively managing bookings and taking early action if numbers are too high or low;
  + Managing catering needs for events and meetings and ensuring dietary requirements and other needs are met;
  + Managing audiovisual requirements, setting up rooms and welcoming delegates;
  + Preparing delegate information and other materials and organising event follow up;
  + Develop and deliver a system for monitoring and evaluating the effectiveness of events, gathering feedback to improve and enhance the programme.

**Advocacy campaigns**

* Working with the Director, support the development and delivery of the National CLT Network’s future advocacy campaigns;
* Coordinate advocacy campaigns for the Interreg North West Europe project, working closely with all partners and supporting them to lobby and campaign at the local, regional and national level across the region, including the following tasks:
  + Collecting information on barriers across the region and working with partners to identify relevant policy or funding levers;
  + Preparing an overarching advocacy campaign strategy for partners to use in their own countries;
  + Producing template manifestos and lobbying packs for partners to use in their own lobbying;
  + Monitoring and coordinating advocacy campaigning activity.

**General**

* Play a proactive role in the development of the National CLT Network;
* Undertake administrative duties when required and support other team members;
* Help cover for other members of staff during periods of absence;
* Take part in team meetings and provide support to the Director, the Head of Grants and Development and the Communications Manager as and when required.

**Other**

* 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 Campaigns Officer**

| **Knowledge, skills and experience** | **E** | **D** |
| --- | --- | --- |
| 1. Experience of working in or with the voluntary, charity or community sector. |  | ✓ |
| 1. Excellent organisational skills, efficient with an eye for detail and able to juggle a range of challenges and tasks and prioritise effectively. | ✓ |  |
| 1. Excellent communications skills, able to write and present information clearly, accurately and appropriately in a variety of formats (e.g., newsletters, websites, press releases, reports etc). | ✓ |  |
| 1. Experience of working on communications initiatives. | ✓ |  |
| 1. Experience of working on advocacy campaign or lobbying related initiatives. | ✓ |  |
| 1. Experience of working on events or meetings programmes |  | ✓ |
| 1. Excellent relationship building and interpersonal skills | ✓ |  |
| 1. Genuine value of and commitment to National CLT Network’s aims and the role it plays. | ✓ |  |

| **Personal qualities and abilities** |  |  |
| --- | --- | --- |
| 1. Strong communicator and presenter. | ✓ |  |
| 1. Creative and good at finding solutions. | ✓ |  |
| 1. Strong management potential with the ability to work well under pressure and to organise and meet deadlines. | ✓ |  |
| 1. Highly motivated and enthusiastic. | ✓ |  |
| 1. Confident and able to work in NW Europe with Interreg partners. | ✓ |  |
| 1. A team player, able to work independently and collaboratively in the role. | ✓ |  |
| 1. Comfortable with change and working in an evolving organisation. | ✓ |  |
| 1. Able to travel in England and Wales and in NW Europe. | ✓ |  |
| 1. Enthusiastic, highly motivated and genuinely interested in, curious about and supportive of the work of CLTs and the National CLT Network. | ✓ |  |

**National CLT Network** **– Communications and Campaigns Officer**

**The Recruitment Process**

## Timetable

|  |  |
| --- | --- |
| Deadline for applications | 23 March 2018, at 10am |
| Panel interviews | 26 March |
| Final Interview (if required) | 27 March |
| Decision made & successful candidate notified | End of March |

## To Apply

If you would like to apply for this role, please complete this Application Form and Equal Opportunities Monitoring Form (downloaded from <http://www.allysondavies-consultant.com/wp-content/uploads/2015/06/Equal_Opportunities_Monitoring_Form.doc>), plus attach a CV outlining your career to date, with any academic and professional qualifications.

Please send these three documents, **by 10am, on 23 March 2018**, to Allyson Davies at

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 contact details, or call 020 7828 3855 or 0796 855 6164.

**National CLT Network**

**Application Form – Communications and Campaigns Officer**

*Please complete this Application Form* ***[delete the preceding pages]*** *and the* [*Equal Opportunities Monitoring Form*](http://www.allysondavies-consultant.com/wp-content/uploads/2015/06/Equal_Opportunities_Monitoring_Form.doc) *and attach a CV outlining your career to date, plus any academic and professional qualifications. Please send your application, by 10am on 23 March 2018 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. Referee’s name:

Professional relationship to you:

Tel:

Email:

OK to approach: Yes/No

1. Referee’s name:

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 Campaigns Officer 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** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. There is a possibility that this role could become a 5-day role, subject to successful fundraising. [↑](#footnote-ref-1)
2. There is a possibility that this role could become a 5-day role, as some more communications-based duties may be included. [↑](#footnote-ref-2)