



## COMMUNICATIONS AND PUBLIC AFFAIRS OFFICER: FAIR BY DESIGN

### JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title:</b>	Communications and Public Affairs Officer: Fair By Design
<b>Purpose of the role:</b>	To provide communications, public affairs and team support to Fair By Design
<b>Governed by:</b>	The Barrow Cadbury Trust Board with advisory input from the Fair by Design Steering Group
<b>Reports to:</b>	Fair By Design Director
<b>Direct reports:</b>	None at present
<b>Salary:</b>	£32,269 - £37,232 pa full time + up to 10% contributory pension
<b>Contract:</b>	Fixed term contract until end of 31 <sup>st</sup> March 2024 (with the possibility of renewal).
<b>Location:</b>	Barrow Cadbury Trust offices, central London. The team has been working at home and is transitioning to working in a hybrid form. This is under review but there will be an expectation of 2-3 days a week office-based. It is a requirement to be eligible to work in the UK

### Introduction

People in poverty pay more for essentials such as energy, insurance and credit. This is known as the poverty premium. Fair By Design (FBD) is dedicated to ending the extra costs of being poor. FBD is run by the Barrow Cadbury Trust but please note it is not a grants programme.

We are looking for a talented individual to join our team. Using your communications and public affairs skills you will help us to achieve our mission of eliminating the poverty premium by 2028. We will be looking for you to play a significant role in ensuring our communications are persuasive and impactful and that our messages are heard by those in power. As part of a small team, flexibility is key and you will also be responsible for our internal communications and team

support, from providing the secretariat to our Steering Group and supporting our evaluation work, to diary and event management.

## **Responsibilities**

**Alongside director, help develop FBD's communications strategy and proactively implement it across all channels.**

**Alongside director, ensure FBD has strong links with key parliamentarians, ministers and shadow ministers, select committees, All Party groups, advisers and officials.**

**Ensure we communicate well with our internal stakeholders and provide wider team support.**

To include:

1. Create and deliver imaginative, creative content and campaigns that generate interest in the work of FBD, including the production of engaging, high-quality content and campaigns for our social media channels and website.
2. Monitor the external environment including relevant media, policy, parliamentary and political developments and provide timely intelligence to the FBD team.
3. Prepare high quality briefings, drafting correspondence and press releases, and supporting consultation responses.
4. Forge partnerships with other organisations to help deliver communications and public affairs objectives and manage our contact database.
5. Event management including drafting and sending out briefings and invites, coordinating responses, liaising with venues and organising logistics.
6. Track and understand our communications and public affairs impact across all of our channels and contribute to our evaluation work.
7. Ensure that the views, experiences and voices of people with personal experience of poverty and the poverty premium are reflected in our work.
8. Draft papers for the BCT Board.
9. Provide secretariat for the FBD Steering Group and support for other relevant meetings.
10. Support FBD fundraising activities.
11. Team administration, including diary management, day-to-day update on committed spend of budget and processing of invoices.
12. To work flexibly as a team player and carry out any other duties that may reasonably be required.

## Person specification

### Skills/experience

#### Essential

1. Demonstrable experiencing of creating and delivering imaginative, creative communications strategies across channels, including social media and website.
2. Demonstrable experience of working in a public affairs environment helping to engage senior stakeholders, including politicians.
3. Excellent written and verbal communications skills and experience of producing written materials for different audiences, using Plain English.
4. Good understanding of the political environment and the ability to understand and engage with complex policy and regulatory issues.
5. A team player, able to quickly develop collaborative working relationships both within and outside Fair by Design team and Barrow Cadbury Trust.
6. Commitment to learning from people with lived experience of poverty and the poverty premium and using that learning to further FBD's objectives.
7. Excellent interpersonal skills and can demonstrate initiative and ability to work independently and be proactive, willing to get stuck in with what needs to be done.
8. Excellent admin, organisational, time management and prioritisation skills.
9. Experience in MS Office including Outlook, Word and Excel.
10. Willingness to work within a Quaker derived social justice value base.

#### Desirable

1. Experience of press and media relations.
2. Knowledge of/ability to create in-house designed graphics for use in communications.
3. Lived experience of poverty and the poverty premium.