

5<sup>th</sup> May 2021

Dear applicant,

Re: Communications Officer

Thank you for your interest in this role. This information pack provides you with details of the role and how to apply. It contains:

- Covering letter
- Information about London Friend
- Job Description
- Person Specification

Please read the job description and person specification carefully and ensure that you address all the points in the person specification in your application.

**Application is via email only.** Word version of the application form and equalities monitoring form is available to download from our website here:

<https://londonfriend.org.uk/jobs/>

**In a covering email please also attach or add a link to a selection of previous comms activities you have been responsible for which illustrate your experience. (As a guide we hope to see 3 – 5 examples.)**

The closing date for this position is Tuesday 1<sup>st</sup> June 2021. Applications submitted after this time cannot be considered. Interviews will be held on Monday 7<sup>th</sup> June 2021. If you would like to discuss this role, please contact Daniel Reimer [daniel@londonfriend.org.uk](mailto:daniel@londonfriend.org.uk)

Good luck with your application!

Yours sincerely,

Monty Moncrieff MBE  
Chief Executive



## Information about London Friend

London Friend works to promote the health and well-being of lesbian, gay, bisexual and transgender (LGBT) people. We do this by providing services that support individual LGBT people directly; by engaging LGBT volunteers in the delivery of these services; and by giving our service users a voice to contribute to the strategic development and inclusion of LGBT people within health and care services.

We are the oldest LGBT charity in the UK, set up in 1972.

We want to improve the health and well-being of LGBT people who experience a disproportionately high level of health inequalities compared with the general population. Our services aim to improve health outcomes and allow LGBT people to live more active lives as connected and integrated members of their communities.

We aim to achieve this by providing group and one-to-one support that improves individuals' self-confidence; reduces common mental health issues such as anxiety and depression; improves individuals' engagement in social and physical activities; improves physical health such as reduction in alcohol or drug use, and adherence to HIV medication; and promotes community engagement through volunteering. We also aim to use the experiences of our service users and volunteers to influence improvements in health and care for LGBT people through our strategic partnerships.

London Friend explicitly acknowledges the diverse experiences of LGBT people from different backgrounds, including the impact of intersectional identities and multiple disadvantage. We work in a way that is anti-racist and we are an explicitly trans inclusive organisation, welcoming self-identification, and non-binary people.

We have a small staff team and a large base of around 100 volunteers. We work from our base in Kings Cross and at satellite and partnership venues around London, including several innovative partnerships with NHS substance misuse and sexual health services. We work strategically with other LGBT organisations, and as a member of the National LGB & T Partnership we are an alliance partner to the Department of Health, NHS England, and Public Health England.

London Friend won a GSK IMPACT UK Award in 2016, given to small and medium-sized charities excelling in health and wellbeing. We also won a National Diversity Award in 2014. In 2016 our volunteers were awarded the Queen's Award for Voluntary Service.

London Friend offers generous annual leave entitlement (30 days for full time staff, pro-rata for part-time staff), and makes a 5% employer's contribution to our pension scheme. Please note our building is only partially wheelchair accessible, and access to our office requires a flight of stairs.





## Comms Officer

### Job Description

<b>Hours of Work:</b>	<b>17.5 hours per week (some evening and weekend work included)</b>
<b>Salary:</b>	<b>£24,000 per annum pro rata (actual salary £12,000 p.a.)</b>
<b>Contract:</b>	<b>Fixed Term to 31<sup>st</sup> March 2021 (extension dependent on funding)</b>
<b>Responsible To:</b>	<b>Chief Executive</b>

#### Role information

This is a new role within London Friend at a key point in our development. The postholder will lead on our communications as we head into our 50<sup>th</sup> Birthday year in 2022.

This is an opportunity for us to raise our profile as a charity; increase and diversify our volunteer and beneficiary base; and lay the foundations to help us grow and diversify our fundraising to ensure sustainability.

Leading on external communication the post holder will use their experience to help us communicate our activities and impact to a diverse audience including potential beneficiaries, volunteers, funders and other stakeholders.

Timing of this work is key as we emerge from the Covid 19 pandemic and seek to grow our volunteer base, whilst preparing the organisation for activities to mark our landmark 50<sup>th</sup> anniversary year.

We particularly welcome and encourage applications from candidates from Black, Asian, and other diverse minority ethnic backgrounds, and from trans and non-binary candidates.

#### Main Purpose of Job:

1. Lead and drive London Friend's marketing and communications, ensuring high-quality and creative campaigns across all programmes including promoting volunteering.
2. Manage and further develop London Friend's media, online and social media presence, exploiting opportunities to maximise the impact the organisation makes within LGBT communities, in wider society, and to stakeholders.
3. Ensure our communications and online presence reflect and serve the full diversity of our communities.

4. Support the CEO and other staff in managing the development and delivery of London Friend's communications work in respect to our 50<sup>th</sup> Birthday year in 2022.

**Main Areas of Responsibility:**

1. To develop communications materials that promote the wide range of volunteering opportunities offered by London Friend, especially amongst LGBT and Black, Asian, Minority Ethnic (BAME) communities.
2. To develop communications materials that convey the activities and impact of London Friend to a diverse audience.
3. To work with London Friend's staff, volunteers and service users to develop 'storytelling' materials that promote London Friend.
4. To grow and diversify London Friend's audience via our website, social media and other digital activity, planning and managing content.
5. To support the Volunteer Coordinator in recruiting and training a pool of volunteers to support London Friend's communication activities.
6. To produce and update publicity materials and general volunteer information.
7. To support the CEO and Health and Wellbeing Administrator to produce communications activities based on service statistical data.
8. To maintain a full understanding of London Friend services, policies and issues and to work within policies and procedures.
9. To contribute to the ongoing upkeep and day to day management of the building and office facilities.
10. To undertake general work as part of the London Friend team, including office cover and management, answering telephones and emails and providing general information regarding the organisation's services; and to participate in team meetings, sub groups and London Friend activities as required.
11. To receive regular supervision from the line manager and attend training courses as required.

12. To work outside normal office hours on occasional evenings or weekends as required.

13. To carry out any other duties that may be reasonably required in agreement with the CEO.

**Conditions:**

This job description does not constitute a 'terms and conditions of employment'. It is provided only as a guide to assist the employee in the performance of their job. London Friend is an evolving organisation and therefore changes to the employees' duties may be necessary from time to time.

The job description is not intended to be inflexible or a finite list of tasks and may be varied from time to time after consultation/discussion with the post holder.

Fixed term contract: 17.5 hours per week (this may include some unsociable hours for which Time Off In Lieu will be given); starting salary £24,000 pro-rata per annum inclusive of London weighting; annual leave entitlement 30 days per annum pro rata in addition to Bank Holidays; any other terms and conditions laid out in staff and organisational policies.

## Comms Officer

### Person Specification

#### Essential criteria

1. Experience of leading communications activities for a similar organisation.
2. Experience in using a wide range of communications methods including social and other digital media.
3. Experience of creating communication and marketing materials to convey information and about activities and impact of an organisation.
4. A knowledge and understanding of the health and social inequalities that impact on LGBT people including the impact of intersectionality and multiple disadvantages.
5. Excellent written and spoken communication skills demonstrating the ability to relate to people from a wide range of backgrounds.
6. Enthusiasm and a positive, outgoing attitude with the ability to lead, motivate and inspire others.
7. Self-motivation and a flexible approach to your role
8. A commitment to London Friend's values, including (but not limited to) LGBT rights, anti-racism and trans inclusion.
9. Excellent administrative and IT skills, including experience of Microsoft Office; effective use of social media; and other creative packages.

#### Desirable criteria

1. Experience of volunteering or working in an LGBT organisation.