

Information pack

Graduate scheme:  
Communications assistant

Full time  
12 months fixed term

June 2019

## **1. Introduction**

Green Alliance is a charity, independent think tank and advocate, committed to achieving a greener future. We believe that ambitious political leadership is the route to change at the speed and scale necessary.

We play a central role in shaping the natural environment, energy and resources agendas in the UK and are known for our cross party influence and the clarity of our insights.

The high quality of our work, our experienced team and our collaborative approach have enabled us to develop excellent relationships at the highest levels, with political parties, businesses, NGOs and academia.

## **2. About Green Alliance: our vision and strategy**

Our vision is for a green and prosperous UK. A country with a healthy environment, beautiful landscapes and flourishing nature, where the zero waste economy is built around thriving green businesses, and where everyone benefits from affordable high quality food, energy efficient homes and sustainable transport.

Founded 40 years ago, our unique role on environmental policy and politics is more important now than it has ever been. We are helping the environment sector respond to Brexit, providing space for new thinking and offering policy solutions to major challenges such as decarbonisation and plastic pollution.

Our current work is guided by our 2018-21 strategy, which states that we will:

- Build political support for a vision of a green and prosperous UK, based on the highest environmental and social standards, in which clean growth and environmental leadership contribute to the UK's competitive advantage.
- Secure new laws and governance arrangements to ensure strong environmental protections after Brexit, including advocating for a strong and ambitious Environment Act to underpin investment in the environment and people's wellbeing.
- Generate new ideas for world class environmental policy.

Further details of our strategy, annual report, work programme and recent activities are at [www.green-alliance.org.uk](http://www.green-alliance.org.uk)

## **1. Graduate scheme**

Now in its fifth year, our graduate scheme is targeted at, but not limited to, individuals who have graduated within the past two years. It offers a great opportunity to kick start your career. We are seeking talented and ambitious graduates (or masters graduates) to join us in roles which provide valuable hands on experience at the forefront of UK environmental policy and politics.

You will receive training to fulfil your role, participate in a series of seminars from internal and external speakers concerning various aspects of working in the environment sector, and you will be assigned a mentor to help you make the most of your time with us.

## **2. Purpose of this role**

This varied role would be ideal for someone who wants to develop a career in communications, who would also like to gain experience of the environment charity sector or public policy generally.

The post holder will assist in managing and developing communications activity at Green Alliance. The work will involve content management, improvement and development of the website and social media platforms, assisting with events, and evaluating and reporting on the outcome of communications across all media. You will work with the head of communications and the events manager, as well as assisting other staff and carrying out general office tasks. You will also be involved in the identification and development of relevant new media and communications activities.

## **3. Position in organisation**

The communications assistant will report to the head of communications. This role is in Green Alliance's development team which is led by the operations director and includes the head of communications, events manager, programme manager, finance manager and the office manager and PA to the director.

## 4. Key tasks

### Online communications:

- Website editing: assisting with regular updating, including updating and creating new content on a bespoke content management system (CMS).
- Website development: liaising with external web developers on site maintenance and the rolling programme of improvements.
- Communications strategy: using online platforms to drive traffic to Green Alliance's website and raise the organisation's profile with key audiences, such as Twitter and Facebook.
- Assisting with creating content for, and managing, the Green Alliance podcast.
- Posting Green Alliance news to Twitter, Facebook and LinkedIn.

### Media:

- Assisting with press release distribution.
- Keeping Green Alliance's press contact list up to date (using an online data source).
- Compiling daily media reports (with other graduate scheme members). Recording and evaluating all Green Alliance press features and mentions.

### Events:

- Assisting the events manager with Green Alliance's events programme: tasks will include event administration, liaising with AV technical staff, tweeting throughout on the corporate account and post-event evaluation.
- Creating records of Green Alliance events.
- Uploading and managing images and video on Green Alliance's Flickr and YouTube sites.
- Management of the contacts database (shared with other graduate scheme members).

### Monitoring and evaluation:

- Monthly quantitative and qualitative evaluation of communications activity, including data analysis using Google Analytics.

### Other:

- Staying abreast of new communication developments; researching topics of interest for the head of communications.
- Occasional proofing and editing.
- Uploading blog posts to Green Alliance's Wordpress site.
- Office duties: answering the phone; managing the Green Alliance general email account; opening post; sending post; other ad hoc administrative tasks (shared with other graduate scheme members).
- To participate in and contribute to the organisation's strategic planning processes.
- Any other task which may be reasonably requested to be undertaken within the scope of this post.

## **5. Key skills and experience**

### **Knowledge and experience**

#### **Essential**

- Excellent online and IT knowledge, with a strong interest in digital communications
- Administrative experience

#### **Desirable**

- HTML knowledge
- Use of design software, eg image editing
- Use of AV editing software, eg for podcasts
- Google Analytics experience
- Managing online communication platforms
- Event management experience
- Knowledge of environmental issues
- Knowledge of UK politics

### **Skills and competencies**

#### **Essential**

- Ability to write clearly and succinctly, and adapt style for different audiences
- Excellent attention to detail
- Ability to act on initiative and exercise sound judgment
- Good organisational skills and time management
- Excellent interpersonal skills
- Confident phone manner
- Problem solving skills and the ability to work on own initiative
- Flexible team worker

#### **Desirable**

- Copywriting
- Creative flair

## 8. Qualifications

For the role of communications assistant within the graduate scheme, the competencies of the successful candidate will be more important than formal academic qualifications, however we would typically expect applicants to be educated to degree or postgraduate level.

## 9. Terms and conditions

Length of contract:	This is a full time, 12-month, fixed term contract.
Salary:	£19,201 per annum (London Living Wage, which usually rises in November).
Location:	Green Alliance's office is a short walk from Victoria station and underground. The building is fully accessible.
Hours:	35 hours per week with some flexibility; the post holder would be expected to work the occasional evening for time off in lieu.
Holiday:	25 days per year in addition to statutory holidays and the period between Christmas and New Year.
Pension:	Green Alliance provides an auto-enrolment pension with Friends Life. All employees currently receive a Green Alliance pension contribution of up to 7.5 per cent of gross salary which may be paid into this scheme or another of their choice.
Additional:	Green Alliance aims to be a progressive and considerate employer and assist employees to maintain a healthy work/life balance.

## 10. Application process

Green Alliance welcomes applications from all members of the community. We aim to be an equal opportunities employer. We accommodate special requirements wherever possible, on request

Applicants should complete and return the application form available on the Green Alliance website, focusing in particular on how they meet the person specification outlined above.

Application forms should be sent to [recruit1@green-alliance.org.uk](mailto:recruit1@green-alliance.org.uk)

Please quote COMMS in the subject heading of your email.

Applications by CV cannot be considered.

**The closing date for applications is Monday 8 July 2019 at midday.**

Interviews for shortlisted candidates are expected to be held in the week commencing 22 July 2019.

We expect positions to commence in mid-September.

Please note that Green Alliance can only accept applications from individuals with the right to work in the UK. We are unfortunately unable to sponsor working visa applications.

If you have questions before applying, please contact Karen Crane, head of communications, [kcrane@green-alliance.org.uk](mailto:kcrane@green-alliance.org.uk) / 020 7630 4519.