

## Communications Officer

### The Organisation

Gendered Intelligence (GI), established in 2008, is a registered charity that works to increase understandings of gender diversity and improve the lives of trans people.

We imagine a world where people are no longer constrained by narrow perceptions and expectations of gender, and where diverse gender expressions are visible and valued.

We are a trans-led and trans-involving grass roots organisation with a wealth of lived experience, community connections of many kinds, and a depth and breadth of trans community knowledge that is second to none.

We believe everyone can be intelligent about gender.

Gendered Intelligence is structured into three departments:

- **Professional and Educational Services**  
Work with professionals and organisations to develop trans inclusivity in workplaces and services
- **Youth and Communities Work**  
Work with trans people, especially young trans people, to support well-being and enable trans people to thrive
- **Public Engagement and Central Support Services**  
Work with the media, general public and major institutions like the government to raise awareness; all internal support functions such as Finance, HR and IT

To find out more, visit [www.genderedintelligence.co.uk](http://www.genderedintelligence.co.uk)

### The Role

The Communications Officer role is focused on the day-to-day operations of GI's current communications systems, maintaining and delivering within existing processes but also improving on these and bringing new expertise. The role involves working systematically to achieve agreed objectives, but independent working and creativity are also required, as well as an ability to react quickly to fast-changing environments.

You will be a key member of the team in our external communications, managing our social media platforms and providing statements to media outlets, as well as building on our audio-visual outputs. You will play an integral role in the development of the charity's profile throughout the duration of the role.

The Communications Officer will form part of the small Public Engagement team and

be line managed by the Head of Public Engagement who works remotely. The postholder will work closely with members of GI staff across our other key service delivery departments Professional and Educational Services, and Youth Work and Communities Services, as well as our Central Support Team.

## **Diversity Information**

Gendered Intelligence aims to create a positive working environment for all staff, and is working towards a diverse workforce. We welcome applications from people of diverse backgrounds, abilities and gender identities. We recognise that people from different communities may gain skills in different ways, and while the criteria below refers to formal qualifications, we will view equivalent, relevant experience in a positive light. We encourage trans people, in particular trans-feminine spectrum people, and people of colour, to apply.

As part of our commitment to increasing diversity, we have included an Equal Opportunities monitoring form with this pack, which is not mandatory, but we hope you will complete.

NOTE: In this document, we use the term 'trans' as a very broad single-word umbrella term to include binary-identified people, non-binary people, gender fluid people, agender people, those with dual-role and similar gender experiences, and anyone else with an experience of gender like or similar to the above.

## **Recruitment Process**

Please read the job description and person specification carefully.

Please complete the application form (2 part) that comes with this pack. We have provided guidance that we recommend you read before you fill in the form.

Deadline for submission of applications: **Monday 11<sup>th</sup> October at 9am**

Shortlisted applicants will be informed by: **Wednesday 13<sup>th</sup> October**

Interviews are expected to take place on **Monday 18<sup>th</sup> of October**. if you are not available on this day please let us know this when you apply.

All job offers are made subject to references.

## **Want to learn more before applying?**

As part of our commitment to diversifying our organisation and supporting a wide range of individuals, we are offering additional information via two routes:

Contact Cara English, Head of Public Engagement, directly via [cara.english@genderedintelligence.co.uk](mailto:cara.english@genderedintelligence.co.uk). Cara (she/her) is the line-manager for the role and will be Chair of the interview Panel

Contact [recruitment@genderedintelligence.co.uk](mailto:recruitment@genderedintelligence.co.uk) for anonymous support. We are offering a limited number of 10 minute slots to support applicants with their

applications. These 1:1 online sessions will take place on **Monday October 4<sup>th</sup> between 1-2pm** and will be hosted by a senior member of the GI team, who is not involved in the recruitment process. The sessions will provide the opportunity for potential applicants to ask any questions they have about the process, or about how to complete or what to include on the application form. We hope these sessions will encourage individuals from marginalised and/or under-represented sections of our communities to apply for this position. While open to all, we would specifically encourage individuals who are transfeminine or people of colour to apply for a slot. Please email by **Thursday September 30<sup>th</sup>** if you would like to take advantage of this offer.

## Job description

<b>Post</b>	<b>Communications Officer</b>
Hours	Full time (35 hours per week)
Working pattern	Monday – Friday with occasional weekend working (for which Time Off In Lieu will be given)
Contract type	Permanent
Salary	Band 4: £23,541 - £25,990 + £3,000 London weighting.
Location	Remote, returning to London (King’s Cross) office when COVID allows
Line Manager	Head of Public Engagement
Tangential working relationships	Director of Professional and Educational Services; Director of Youth and Community Services; Director of Public Engagement and Central Support Services, CEO; Heads of Services roles; Senior Practitioners; policy and research officer roles, other GI team members; volunteers

## Main Duties and Responsibilities

The range of responsibilities and duties of this role will include the following, although priorities may change in line with the development of the role and other duties may be allocated from time to time:

### Media and external engagement

- To act as the first port of call for media-related inquiries across the organisation, with particular focus on press and media engagement– managing the inboxes and responding to media requests.
- Preparing reactive and proactive statements, quotes and briefings for dissemination
- Log requests and responses give to media enquiries; archive contributions; log mentions of GI; carry out some analysis where possible of audience reach.
- Build and maintain a log of trans inclusive journalists to implement strategic intentions to ensure positive representation of trans and gender diverse people.

### Communication with Gendered Intelligence’s followers

- Promotion of Gendered Intelligence's events and activities (including youth groups, recruitment for our annual camping trip, fundraisers for our projects and training opportunities to our followers and other stakeholders) across a variety of networks, including an e-newsletter and social media (Facebook, TikTok, Twitter, Instagram, LinkedIn, YouTube).
- Updating members of networks and groups (currently using Sendinblue as e-newsletter system).
- Taking ownership in maintaining – and improving on – GI's online presence across social media channels (based on a social media strategy to be created in tandem with Head of Public Engagement, and using analysis of analytics across platforms).
- Creation of audio-visual assets in line with GI branding (currently using tools such as Canva, Photoshop and Premiere).
- Updating the GI website and online resources.
- Sharing relevant research opportunities from our partners to our users, stakeholders and other interested parties.
- Working with the Volunteer Coordinator to undertake recruitment of volunteers to carry out research affecting our communication needs.
- Maintaining and building on our current supporter processes for engaging with new and previous donors, including improving on our 'supporter journey'
- Maintaining an organisation-wide events calendar which is used by all staff to ensure that communication around key events in the GI calendar, including our end of year showcase and conference, are continuously framed around these 'hooks', and that social media content for key dates is planned and created well in advance
- Monthly analysis of social media following, including reach and engagement across all platforms

### **Public Policy Work**

- Working with the Head of Public Engagement to help develop communication engagement strategies pertaining to our public policy work.
- Working with Head of Public Engagement to communicate effectively with and help develop our Spokespeople network.

### **Internal communications**

- Communicating internally to the GI team, including helping to prepare a monthly 'roundup' of recent news and events relevant to the charity.
- Support report writing across the organisation, including ensuring analytics are carefully recorded and key data shared.

- Working with other Heads and Directors at GI to ascertain their internal communication needs and acting upon them e.g. creating and disseminating a Professional Services newsletter.

### **Other duties**

- All staff are required to work within Gendered Intelligence's policies, ensuring these are carried out in relation to the job, in particular:
  - Take responsibility for the health and safety of self and others at all times.
  - Behave in accordance with Gendered Intelligence's codes of conduct, Equal Opportunities Policy and ensure Equal Opportunities principles are incorporated into the planning, delivery and monitoring of services.
- All staff may be asked to undertake other duties and responsibilities appropriate, as determined by the CEO, the Head of Public Engagement or Director of Public Engagement and Central Support Services, on an occasional basis.

## Person Specification

We recognise societal structures adversely affect people with marginalised identities / experiences and we are committed to building and supporting a diverse team.

If you feel you have the qualities to fulfil these specifications, but do not have formal qualifications, or feel less confident about your experience, we are keen for you to apply.

**Please address each point in the person specification in turn, providing examples for each one.** You are welcome to evidence any of the qualities outlined below through a variety of ways outside of paid work. This could, for example, be through organised volunteering roles; caring roles; informal community activity or any other route.

<b>Essential</b>
<b>Skills</b>
Excellent verbal communication and interpersonal skills
Excellent written skills for a range of audiences, including ability to handle editing well
Content and/or social media AV production skills, including using Adobe Creative Suite
<b>Abilities</b>
Highly organised and self-motivated with an ability to prioritise hugely varied workload
Able to remain calm under pressure
Able to multi-task without losing accuracy or speed
Tact, sensitivity and a diplomatic manner with a wide range of external stakeholders, including the ability to remain positive in the face of hostility
Professional in all manners, in particular, reliable and punctual
Ability to quickly learn new software
<b>Knowledge</b>
An awareness of trans identities, communities and gender diversity, and a willingness to continue to learn
Up-to-date understanding of the language and terminology that is used by trans people as well as others.
Extensive knowledge of Microsoft Office (including Word, Excel and PowerPoint), as well as other key programmes such as Instagram
<b>Experience</b>
Experience of working within a community-led, voluntary sector organisation
Extensive experience in social media campaigning and engagement
Experience of running strategic social media campaigns

  

<b>Desirable</b>
Experience of working within an LGBTQ+ setting

## Additional information

**Annual leave.** You will be entitled to 28 days per annum plus Bank Holidays (pro rata for part-time workers). Our leave year runs from 1<sup>st</sup> October to 30<sup>th</sup> September.

**Location.** The GI office is near Kings Cross. Currently all staff are home-based and we are exploring what working practices will look like over the coming months, once it is deemed safe and practical to return to the office. We are open to discussions about flexible working practices, but the expectation is that this role will have a significant office presence (min. 2 days per week) with the flexibility to attend physical meetings on different days as required.

**Hours of work.** GI's working week is 35 hours; our offices are open from 9am – 6pm. Exact working pattern will be negotiated with the successful postholder, but the expectation is that normal office hours will be covered.

**Monthly timesheets and TOIL.** All staff are required to complete monthly timesheets which must be submitted promptly. GI has a policy for reasonable Time Off In Lieu (TOIL) where this is accrued due to periods of greater activity and agreed with your line manager in advance.

**Training and Development.** GI aspires to be a learning organisation that supports its staff to improve their skills and knowledge. This may be through informal means such as mentoring or work shadowing, or more formal training courses. You will be invited to reflect on your own training needs in discussion with your line manager, initially as part of the probation process and then ongoing through the regular supervision and annual appraisal process.

**Salary scale.** GI uses a salary scale and bands which are based on the NJC scale used by a range of employers across the UK. Annual inflationary increases will be based on NJC negotiated increases with effect from April each year. There is no automatic annual increase of spinal point.

NB The 2021 settlement has not yet been agreed; any agreed increase will be back dated to the start of employment.

**Pension.** GI is part of the NEST pension scheme, by which employees contribute 5% of their salary and employers 3%. You will be automatically enrolled in this scheme once you start work, but may opt out if you choose.