

# Public Affairs and Communications Manager

## Recruitment Pack

Closing date for applications 23:59 on Sunday 18<sup>th</sup> August 2024

### Contents

1. Welcome from the Chief Executive
2. Service Overview
3. Why work for Cambridge House?
4. Job Description and Person Specification for the post
5. How to Apply



## Welcome

I am delighted that you are considering joining our Cambridge House team. This recruitment pack explains how to apply and includes information about our organisation and this role that I hope you will find useful.

With a dedicated and innovative team, we have been working since 1889 to tackle poverty and social exclusion and to enable people to transition out of crisis and progress towards independence.

Our vision is of an inclusive, just and equitable society without poverty. Our activities are split into two areas: **'Transforming Lives'** - frontline personalised services that break cycles of poverty and despair and support people to stabilise their lives and progress; **'Transforming Society'** – lived experience and evidence-led research and knowledge exchange to support the development of social policy and practice.

### Law Centre

Free, independent, and expert legal services in housing, employment, discrimination and welfare benefits law alongside crisis mitigation support.

### Independent Advocacy

Statutory Care Act, Mental Health Act and Mental Capacity Act advocacy for adults and children.

### Safer Renting

Specialist advice, support, and advocacy for vulnerable private rented sector tenants affected by criminal landlords.

### Youth Empowerment

Investing in young people so they thrive as adults.

### Disabled Peoples' Empowerment

Supporting people to take control of their own lives and futures.

### Research and knowledge exchange

Activities that capture local knowledge, insights and lived experience of 'what works' to develop innovative solutions to poverty, social inequity, and social injustice.

**We value diversity and warmly welcome applications from disabled people, the LGBTQ+ communities, people from Black, Asian, and ethnically minoritised communities, and candidates who shared lived experience with our service users.**

If you would like to be part of our very special organisation and believe that you can contribute to our mission, we welcome an application from you. For more information about us, please visit our website [www.ch1889.org](http://www.ch1889.org).

Yours sincerely



**Karin Woodley CBE**  
**Chief Executive**

# Our work to transform society

## Addressing the needs highlighted by our communities

Delivering impact for people experiencing poverty, social injustice, and social inequity motivates all of us at Cambridge House. Over the past few years our organisation and our services have adapted to meet the increasing challenges faced by communities across London.

We witness increasing levels of deep, and frequently persistent, poverty and hardship driven by the cost-of-living crisis and escalating housing costs, low paid and insecure employment, social isolation, and structural social inequity. The majority of our service users struggle to meet their most basic needs and this is having a devastating impact on their physical and mental health and wellbeing.

Within this context we wish to build our reputation and our ability to undertake the influencing and thought-leadership activities needed to address the root causes of deep poverty, crisis and despair by improving social policy and practice.

## Research and knowledge exchange

Our Safer Renting programme has established an enviable reputation for publishing award winning research reports, engaging with politicians and civil servants, and working in partnership with academics and other campaigning and change-making voluntary sector organisations. Our other services have built a substantial wealth of data on the lived experiences of people pushed to the margins of society by poverty, social exclusion and lack of access to justice.

## Public affairs and communications

The potential to share this knowledge and effect systems change through evidenced-based policy development, thought leadership and influencing is in development and this new post will be key to our next steps.

In partnership with the Chief Executive, our Heads of Services and our trustees, the postholder will work with a systems change focus across the spectrum of traditional PR activities, media relations and campaign management to help us devise strategies on who to engage with, on what issues and advise at what stage in the legislative and/or policy development process to get involved.

## Our organisation

During last year we delivered frontline services to 4,545 people across 30 local authorities. Our service users were 56% from Black, Asian and ethnically minoritised communities; 8% from LGBTQIA+ communities; 54% women; and 90% were disabled, neurodiverse and/or lived with a mental or physical health condition.

Our turnover is just under £2 million, we have an expanding staff team of 62 (49.9 full time equivalent) people who demographically and in terms of lived experience closely mirror our service users.

We generate income from a wide diversity of sources including statutory grants and contracts, earned income (legal and education fees), and grants from charitable trusts and foundations.

## Why work for Cambridge House?

As a member of our team you join a diverse and inclusive team with a shared commitment to justice and equity. Our current team comprises people who:

- Share lived experiences with our service users
  - 100% of the leadership team
  - 80% of our heads of services
  - 75% of staff
  - 33% of trustees
- Are from Black Asian and ethnically minoritised communities
  - 100% of the leadership team
  - 20% of our heads of services
  - 51% of staff
  - 33% of trustees
- Are women
  - 100% of the leadership team
  - 80% of our heads of services
  - 63% of staff
  - 50% of trustees
- Are disabled, neurodiverse and/or live with a mental or physical health condition
  - 100% of the leadership team
  - 80% of our heads of services
  - 39% of staff
  - 25% of trustees
- Are from LGBTQIA+ communities
  - 20% of our heads of services
  - 27% of staff

From the moment you join Cambridge House, you will be part of an incredible group of people providing pioneering and high-quality services. You'll play a vital role in our life-changing charity and you'll have the opportunity to form special connections and relationships, work in a supportive and flexible environment, and be a part of our highly skilled and motivated team.

Our staff remuneration package offers:

- Personal learning and development plans
- A generous 30 days leave per annum plus bank holidays and long service increments
- Hybrid working
- Flexible working
- Pension scheme
- Interest free staff loans for:
  - Season tickets
  - Bicycle purchasing
  - Tenancy deposits
  - Nursery deposits
  - Tuition fees
- Tenancy health checks
- Childcare vouchers
- Eye tests
- An employee assistance programme
- Death in service benefits

## Job Description

Job title:	<b>Public Affairs and Communications Manager</b>
Reports to:	Chief Executive
Contract:	Permanent
Location:	Cambridge House offices
Salary:	£40,000 to £45,000 per annum (depending on experience)
Working hours:	35 (FT) hours per week (Monday to Friday)
Holiday:	30 days per annum pro rata
Special conditions:	<ul style="list-style-type: none"><li>- Enhanced DBS check</li><li>- Flexible remote and office working arrangements by agreement</li><li>- Occasional evening and weekend work</li></ul>

### Job Purpose

As a member of Cambridge House's Corporate Team, led by the Chief Executive, this role is responsible for:

- i) Developing and implementing organisation-wide external communications and policy influencing strategies
- ii) Enhancing our influence, reputation and profile both locally and nationally
- iii) Developing strategic alliances to jointly raise awareness and drive media campaigns
- iv) Maintaining the reputation of Cambridge House as an expert, lived experience and evidenced-based source of information

### Key Duties

#### 1. External communications

- a) Lead the development of communication priorities and plan the organisation's PR and communications activities
- b) Handle day-to-day media relations
- c) Plan and develop content for the organisation's communication channels, identifying potential news stories and working across teams to plan and develop content that demonstrates our impact and aligns with our mission and objectives
- d) Support the development of brand materials
- e) Manage and cultivate media/press/influencer relationships and build and maintain press contacts across the broadcast, digital, print, regional and sector press
- f) Develop and undertake the day-to-day management of the organisation's digital communication channels including our website and social media platforms
- g) Provide analytical information and statistical reports to the Chief Executive and trustees on functioning and performance of our external media activities

#### 2. Policy influencing

- a) Lead the development of strategic public affairs priorities and planning the organisation's programme of public affairs activities.

- b) Build and maintain relationships with a network of MPs, Peers, political advisors, committee clerks, parliamentary staff and civil servants
- c) Conduct political stakeholder mapping
- d) Keep abreast of Parliamentary activity and Government announcements to identify potential engagement and influencing opportunities
- e) Manage political engagement work across the wider team to ensure parliamentary engagement and influencing opportunities are maximised
- f) Develop letters, evidence submissions and briefing papers for policy audiences, and ensuring that these reach relevant stakeholders
- g) Track the organisation's political engagement activities and impact, and using this information to refine our future engagement approach and to provide reports to the Chief Executive and trustees
- h) Identify opportunities for impactful parliamentary events, and collaborating with the organisation's team to design and deliver these
- i) Test and develop policy messaging in order to resonate with different stakeholder groups
- j) Build alliances and plan joint activity with other organisations – via both established coalitions and more informal alliances and partnerships

### **General Responsibilities**

1. To keep abreast of the overall work of Cambridge House.
2. To be self-servicing and competent in the use of IT software.
3. To participate in regular supervisions and an annual appraisal, and to be committed to one's own professional development.
4. To participate in internal/external meetings as required, to attend conferences and other functions, and to contribute to general management decision making as necessary.
5. To comply with all of Cambridge House's corporate policies and procedures.
6. To carry out any other duties commensurate with the role.
7. To work occasional unsociable hours (evenings and weekends).
8. Travel across, and on occasions, outside of London.

**This job description is provided as a guide to the role. It is not intended to be an exhaustive description of duties and responsibilities. It will be subject to periodic revision as the emphasis on and ways of working within the role changes.**

## Person Specification

Criteria	Essential	Desirable
<b>Qualifications and training</b>	Relevant professional training	An undergraduate and/or post graduate degree
<b>Knowledge and experience</b>	<ol style="list-style-type: none"> <li>1. Proven relevant practical experience and/or a minimum of three years' experience in a similar role</li> <li>2. Experienced at delivering strategic public affairs and/or campaigning work designed to raise awareness and profile of an organisation and effect change</li> <li>3. <b>Measurement and Evaluation:</b> Experienced at monitoring and analysing the efficiency of campaigns and PR efforts through KPI's, metrics and feedback. This includes tracking media coverage, social media engagement, website traffic, and other relevant metrics to inform future strategies</li> <li>4. Experienced at creating great communications using a mixture of traditional and digital communication methods – including social media</li> <li>5. Experienced at building and maintaining relationships with media outlets, journalists, and influencers to secure positive coverage for campaigns, events and/or achievements, including drafting press releases, pitching stories and responding to media inquiries</li> <li>6. Strong understanding of current practice and trends in print, online and broadcast journalism and of successful techniques to create media coverage</li> <li>7. Strong understanding of Parliament and stakeholder engagement approaches</li> <li>8. <b>Crisis Management:</b> Experienced at anticipating and responding to potential PR issues or crises that may arise, including negative media coverage, controversies, or public scrutiny. This includes the development of crisis communication plans, coordinating responses, and mitigating reputational risks to Cambridge House</li> <li>9. Excellent working knowledge and comprehension of written English, including grammar, copy writing and editing</li> <li>10. High level proficiency in use of Microsoft Office including Excel and Word</li> <li>11. Experience of successfully completing tasks in a fast-paced environment and to deadlines</li> <li>12. Experience of working pro-actively and with minimal instruction</li> <li>13. Experience of working with confidential data</li> </ol>	<ol style="list-style-type: none"> <li>1. Working in a charity/not for profit organisation</li> <li>2. Working in a small team</li> </ol>
<b>Skills, abilities, and competencies</b>	<ol style="list-style-type: none"> <li>1. Politically astute with an excellent understanding of the external operating environment</li> <li>2. Ability to explain complex information and use quantitative and qualitative data as part of media and communications work and messaging</li> <li>3. Ability to react appropriately to short and long-term issues and to be decisive</li> <li>4. Ability to prioritise conflicting tasks and manage a challenging workload</li> <li>5. Confident and adept communicator with strong interpersonal and presentation skills</li> <li>6. Ability to work flexible hours, including evenings and weekends</li> </ol>	Additional languages
<b>Personal Attributes</b>	<ol style="list-style-type: none"> <li>1. Honesty, reliability, and excellent timekeeping.</li> <li>2. Loyalty and a commitment to Cambridge House's work.</li> <li>3. Positive, enthusiastic, and friendly attitude.</li> <li>4. Problem solving and 'can-do' approach.</li> <li>5. Listening skills.</li> <li>6. Flexible, motivated, and adaptable to change.</li> <li>7. Discretion.</li> <li>8. Customer-focused.</li> <li>9. Inclusive team-player.</li> <li>10. A commitment to continuous improvement, training and professional development</li> </ol>	

## How to Apply

### 1. Please provide:

- a) An evidenced-focused **Supporting Statement** of no more than two sides of A4 explaining why this appointment interests you and how you meet the essential criteria in the person specification.
- b) Your **Curriculum Vitae** with your:
  - i) Full address, email, mobile, work and home telephone numbers.
  - ii) Education and professional qualifications.
  - iii) Full employment history and details of your latest salary and your notice period.
- c) The names, positions, organisations, and contact details of **two referees**. These referees must include employers and/or academic supervisors covering the last five years. References will only be taken once your express permission has been granted.

### 2. A completed **Diversity Monitoring Form**

The form will not be treated as part of your application and the information you provide will be treated as confidential and used for statistical purposes only.

### 3. A completed **Criminal Records Declaration Form**

The post you are applying for is exempt from the provision of Section 4(2) of the Rehabilitation of Offenders Act 1974 (Exceptions) (Amendment) Orders 1975 and 2001 and therefore all convictions, cautions and bind-overs, including those regarded as 'spent', must be declared on Cambridge House's Criminal Record Declaration Form and submitted with your application.

4. As a Disability Confident employer, we will generally offer an interview to any applicant that declares they have a disability and meets the minimum criteria for the job as defined by the person specification. If you have a disability or long-term condition (such as dyslexia, diabetes, arthritis, a heart condition or mental health condition) and want to apply under the Disability Confident Scheme please let us know in the email to which you attach your CV, supporting statement and Equal Opportunities Monitoring Form. If you are invited to interview and require adjustments, don't worry, we will ask you about this within your invitation to interview.

Recruitment Timetable	
<b>Closing Date for applications</b>	<b>23:59 on Sunday 18<sup>th</sup> August 2024</b>
<b>Interviews</b>	<b>Week commencing 26<sup>th</sup> August 2024</b>
The interview dates may change but we will advise you in advance.	
Successful applicants will be asked to take up their appointments as soon as possible.	

**Please email completed applications by midnight on 18 08 2024 to: [recruitment@ch1889.org](mailto:recruitment@ch1889.org)**

### **Applications MUST include all of the following 5 documents:**

1. Supporting Statement
2. CV
3. Contact details of 2 professional and/or academic referees
4. Diversity Monitoring Form
5. Criminal Records Declaration Form

**If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion.**

**Please note that we only provide feedback to shortlisted candidates.**