

Communications Coordinator - Job description

Salary: £23'000 - £27'000 pro rata, depending on experience

2.5 - 3 days per week, open to candidate preference

Application deadline: 6 August, however we may interview and appoint excellent candidates earlier

Application: with cover letter and CV sent to office@leadersplus.org.uk, outlining how you fulfil the selection criteria.

Open to flexible working: this means for example that the role could be home based or spread over five days.

We are looking for a diverse pool of candidates. The position is open to all interested candidates regardless of gender, race, sexual orientation, disability or family circumstances etc. It goes without saying that men and women are welcome and you don't have to have children to apply.

Job purpose

After an excellent external impact evaluation, we want to now scale our Leaders Plus Fellowship programme online. Your role will be critical in achieving this.

You will support the organisational growth of the Leaders Plus Fellowship Programme so that we can support more leaders with young children to progress their careers and drive positive change for others. You will do this by:

A) leading growth through effective communication and stakeholder engagement e.g. social media and developing communication materials (80% of the role)

B) creating opportunities for Leaders Plus to spread the word through PR and speaking opportunities (20% of the role)

You will be playing a key role in growing the size and impact of Leaders Plus and as such the ideal candidate is a can-do individual who is flexible and will take on a wide range of tasks that emerge in a start-up social enterprise.

Responsibilities will include, but are not limited to:

- **Increase the number of applicants to our new online Fellowship programme through:**
 - Managing and executing of social media plans and communication plans, ensuring that our key messages come through in everything we do
 - Working in a data driven, results oriented approach and growing the accountable for the number of people engaging with us on key platforms
 - Growing our audience/following/mailling list on our website, on LinkedIn, Instagram and Twitter through diligent engagement

- Increasing the listener figures of our podcast and doing the administration for the podcast, including uploading the podcast on the relevant website and creating audiograms and other promotional materials
- Managing newsletters, creating and sourcing content that is interesting to our audience with support of the rest of the team
- Being responsible for the website (Wordpress)
- Creating relationships that enable effective marketing of Leaders Plus:
- Building relationships with other parent networks or gender organisations to develop opportunities for promotion via these networks
- Reviewing data associated with our online channels and using this intelligence to refine our messaging and content
- Creating and maintaining an editorial calendar for a range of marketing campaigns and projects.

Creating opportunities for Leaders Plus and the CEO to share thought leadership

- Support with copy writing content where needed
- Building relationships with journalists
- Identifying PR opportunities
- Finding speaking opportunities for the CEO
- Supporting the CEO with reaching out to employers
- Supporting the CEO & Founder in senior leader engagement where required

As this is a start up social enterprise, the successful candidate will have a can do attitude and support the social enterprise in whatever way is needed.

- **Technical responsibilities**
 - Using Mailchimp to communicate with our audience
 - Wordpress to update the website
 - Using LinkedIn, Twitter and Instagram to grow our network
 - Search Engine Optimisation skills

Please do apply even if you don't fulfil all criteria – some of our strongest applications in the past have been from surprise candidates!

Selection criteria

A belief in the vision of Leaders Plus and a passion for working with the CEO & Founder to take the Social Enterprise to the next level of impact and scale.

General Leaders Plus core competencies:

- Courage

- Integrity
- Results orientation
- Inclusion
- Striving for excellence
- Activating leadership in others
- Resourcefulness
- Continuous learning
- Resilience
- Planning and organising
- Problem Solving
- Alignment with the [Leaders Plus principles](#).

Role specific competencies and key skills

- Self starter
- Results orientation
- Ability to perform under pressure
- Ability to work on own initiative
- Highly organised
- Passion and interest in social media
- Good at relationship building
- Team player with good interpersonal skills
- Creative and analytical thinker

Technical skills: (you may not have all of these, that's fine as long as you are willing to learn):

- Social media management skills: LinkedIn, Instagram, Facebook and Twitter plus appropriate scheduling tools
- Ability to create audiograms
- Basic video editing skills
- Good Wordpress editing and creation skills
- Mailchimp skills
- Computer literate particularly on Microsoft Office
- Excellent copywriting skills, communication, planning and organisational skills
- Search Engine Optimisation basics
- Basic image editing

Desirable

- Being able to design simple marketing materials using software such as Canva
- Ability to create videos and audiograms for podcasts
- Familiar with Hootsuite or other scheduler
- Basic HTML/CCS desirable but not required

Context

Leaders Plus is an award winning social enterprise enabling talented women and men with young children to continue to develop their leadership careers. Too often, parents feel they have to choose between being a good parent and a fulfilling leadership career, we exist to change this.

We are a Social Enterprise registered as Community Interest Company. Leaders Plus was founded by Verena Hefti in 2017. We are part of Cambridge University Social Ventures and have won the 50 New Radicals Award for our work with the Fellowship Programme and the Founder has won the Prime Minister's Points of Lights Award as well as the WeAreTheCity Award for her work setting up Leaders Plus and supporting parents to continue to accelerate their careers after having had children.

Leaders Plus is at a crucial stage of growth. You will join a small team consisting of Verena and Lyndsey Ng, our Programme Officer.

About the Leaders Plus Fellowship Programme

The Leaders Plus Fellowship is an award-winning, evidence-informed programme designed to support talented individuals to stay on the leadership pipeline and continue to develop their careers while enjoying their young families.

The aim of the Fellowship are to:

- A) support parents with young children to develop and progress their careers and
- B) to support them to become part of a positive movement for change so all parents can progress to leadership roles.

The Fellowship combines inspirational events with a senior leader mentor, career acceleration support and maternity/paternity support interventions such as a session with a sleep consultant. Fellows can bring along their babies to all sessions. The programme is open to all genders. So far there have been 50 Fellows take part in this in innovative programme.

The programme has had an excellent external impact evaluation and 18 month after the first programme started, 27% of Fellows have been promoted already.

For the programme which started in March 2020, we have moved it online with excellent feedback from our cohort to date. We are now launching a new Fellowship, online only, with an application deadline of 30 September.

The Fellowship is funded by employers. 50% of applicants hear about it via word of mouth or social media, the other 50% come from employers who put their parents forward.

Fellows come from a range of sectors including organisations such as HSBC, the NHS, the BBC, London councils as well as charities such as the Salvation Army. Our patron is Tulip Siddiq MP.

Find out more about Leaders Plus and the Fellowship online: www.leadersplus.org.uk

Closing date: 6 August, however we may interview and appoint excellent candidates earlier

Ideal start: as soon as possible, latest 1 September

Questions to: office@leadersplus.org.uk.

Interviews likely to take place on 12 August

The role is designed to work from the co-working space in the Stephen Lawrence Trust in Deptford, London, but is open to home working.