Brighton & Hove Community Land Trust

COMMUNITY-LED HOUSING HUB

Communications and Awareness Raising Coordinator

We are looking to recruit an experienced Communications contractor to work as part of the Brighton & Hove Community Led Housing Enabling Hub (CLH HUB), hosted by Brighton & Hove Community Land Trust (BHCLT)

BHCLT's vision is of a city better designed to meet local housing and community needs by engaging the communities themselves in their development. BHCLT enables and supports community led housing (CLH) development in Brighton & Hove. CLH is a grassroots movement, a community of practice made up of largely autonomous groups.

This is an exciting time for community led housing in Brighton & Hove with many inspiring projects underway. BHCLT received early grant funding through the Community Housing Fund to deliver a programme of capacity building support and to accelerate emergent local projects, 2017-2019. The programme has resulted in 15 active projects. On the back of our success, we were awarded funding to host the Brighton & Hove Community Led Housing Enabling Hub (CLH HUB) to continue this work and sustain it through to March 2021. We are a dynamic and committed team of people and we are growing every year!

ROLE OUTLINE

Working alongside other HUB team members, you will lead and coordinate communications, media and contribute to our awareness-raising work. You will work to outcomes and goals agreed with the rest of the BHCLT team and the BHCLT Board. We have a really dynamic and committed team that works together very collaboratively. You will raise the profile of the CLH HUB and community led housing as a solution-focussed movement, including creating a beautiful vision of Brighton & Hove city with flourishing CLH schemes. You will lead on awareness raising work to bring in more people to the local movement, including promotion of BHCLT membership.

You will need to be able to work across a range of media and platforms. BHCLT does not have an office base, although we do co-located working once a week, so you will need to have space where you can work effectively, as well as your own computer and smart phone.

Expected timescales: We are looking for someone to start ASAP as our current contractor leaves in mid-November and we would like to have a handover period. We have funding secured for this position until March 2021.

Expected days per week: The core funding for this role is 1 day per week (7.5 hours = 1 day). There is also funding for additional comms and promotional work, on a project by project basis, which the contractor will be considered for.

A regular day of the week will be agreed at the outset, but the work requires flexibility, including a willingness to do occasional evening and weekend working.

The role activities will include the following:

- Promote the CLH HUB and BHCLT as widely as possible, as well as showcasing real life examples
- Lead on creation, coordination, monitoring and evaluation of city-wide awareness-raising campaign for community led housing, and BHCLT.

- Work with the CLH HUB team on showcase or celebration events related to community led housing, working with the rest of the BHCLT team. Lead on the promotion of these events.
- Promote the work of the CLH HUB, BHCLT and the CLH groups we work with through the local and national media. Prepare press releases, deal with press enquiries and arrange interviews. Maintain a database of press contacts.
- Lead on building the programme's social media presence across Twitter, Facebook, LinkedIn, Instagram and any other platforms which may become relevant in the future.
- Maintain the content of the BHCLT website.
- Use Nationbuilder to prepare and send a monthly newsletter to BHCLT supporters, as well as other email communications as required.
- Maintain contacts on the database and update developments with key contacts.
- Coordinate the production of posters, leaflets and other promotional materials as required.
- Support and coordinate video production. Ensure events and activities are recorded as necessary in photographs and/or videos.
- Provide support to BHCLT's fundraising efforts.
- Report progress on your key goals regularly to the rest of the BHCLT team.

Key collaborative working relationships with:

- The BHCLT team – CLH HUB contractors, BHCLT contractors and the BHCLT Directors
- Local community led housing groups
- Local and national press
- Other communications contractors e.g. film-makers, printers, designers
- BHCLT members and supporters.

The following skills, knowledge and experience are essential:

- ✓ Excellent written skills with the ability to tailor communications to a range of audiences.
- ✓ Proven skills in online communications, including the ability to update websites using content management systems and to create email updates and marketing.
- ✓ Experience of working with print and online media (e.g. developing relationships with journalists, drafting press releases, getting coverage for events etc)
- ✓ Experience of organising events for members of the public
- ✓ Experience of using social media tools, preferably on behalf of an organisation or campaign and to promote events
- ✓ Experience of producing printed material, such as flyers and reports
- ✓ Considerable and demonstrable experience of working in a communications role (e.g. marketing, PR, media or publications), preferably within a voluntary sector environment.
- ✓ Administrative skills including planning, reporting, monitoring and evaluation
- ✓ Excellent interpersonal and communications skills, including ability to communicate clearly, concisely and diplomatically with people from different backgrounds and cultures, and gain the trust and confidence of Directors and other key stakeholders
- ✓ Self-motivated and well-organised with the ability to work autonomously, without supervision and with a team that is not co-located
- ✓ Proven ability to work in a collaborative partnership or organisation where decision-making is shared
- ✓ Good understanding of community led housing and proven commitment to the values and objectives of BHCLT
- ✓ Good understanding of equalities issues and ability to empathize with people experiencing disadvantage.

Contractual terms and conditions

- Self-employed contractor
- Payment of £200 per day

Application process

If you would like to book a call for a preliminary discussion about the role with the CLH HUB Coordinator, Andrea Jones, please email admin@bhclt.org.uk

Please email your CV & no more than one-page summarising your suitability for the role to admin@bhclt.org.uk by midnight on Sunday 20th October, 2019.

Interviews will be held on Thursday 24th October, 2019.