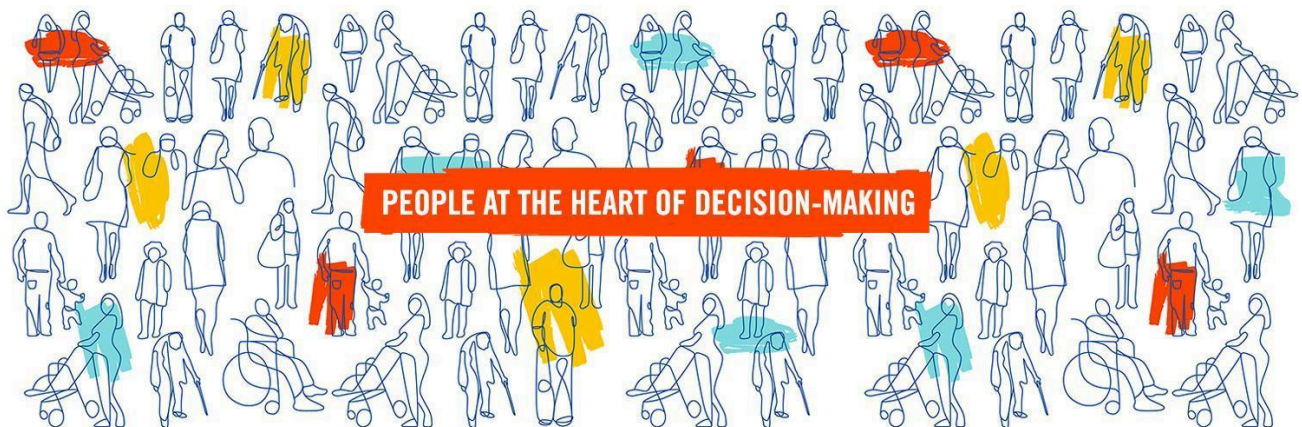




Senior Associate, Media Relations

Role Profile (consultant / freelance)



Practical details

PAY: £600 / day, £7,800 total.

TIMING From 5 August 2024 - 31st October 2024

LOCATION: Flexible, must be comfortable with some travel. Must be able to travel across the UK.

HOURS: Approximately 8 hours / week for 3 months.

01. Who we are

We're the UK's leading public participation charity, and we want to build a more vibrant democracy, where everyone can have a say in a society that works for all of us.

Since 2003, we have been working with governments, parliaments, civil society, academics and members of the public to create, advocate for and deliver new forms of public participation that re-vitalise democracy, improve decision-making, and enable people to shape the decisions that affect their lives.

We are realistic about the challenges faced by democracy, but optimistic about how to overcome them. We are committed to ensuring our democracies are vibrant and fit for the future by putting people at the heart of decision-making.

We work across the UK and internationally, with offices in Belfast and London. Many of our staff work from home across the UK or in a hybrid pattern, rather than being based at one of our offices, though we meet up regularly as a team.

02. What we do

Our mission is to lead the UK in making participation and deliberation an everyday part of democracy, to help meet the challenges of the 21st century.

We need to make important choices as a society, but our democracy isn't working as it should. Decision-makers are struggling to get things done. The public are frustrated the system isn't working for them. And everywhere people are feeling divided, distrustful and powerless.

Our work is focused in three areas:

- **Making the case** – demonstrating why participation and deliberation are essential features for a healthy modern democracy, and ensuring that those in positions of power and influence understand and support their use in addressing some of the UK's most intractable issues. [Check out our latest thinking.](#)
- **Embedding change** – building the capacity of public servants and practitioners, and developing the body of evidence, principles and standards that support participatory and deliberative practice. [Check out our resources.](#)
- **Pioneering practice** – encouraging widespread uptake of participatory and deliberative processes, and promoting continuous learning and innovation to improve democracy and deliver lasting solutions in key policy areas. [Check out our practical projects.](#)

All our work builds towards delivering the following six outcomes for our democracy, which we believe will lead to the vibrant, participatory society we want to see.

- **Democratic norms** – Participation and deliberation are recognised as essential features for a healthy equitable democracy by the public, society and decision-makers;

- **Political support** – People in positions of power and influence across society and the political spectrum understand and actively support the use of participatory and deliberative decision-making;
- **Frequent use** – There is frequent use of participatory and deliberative processes supported by the right resources (people, budgets) both inside and outside of political institutions;
- **Evidence and practice** – There is an accessible and well-communicated body of evidence and practice that demonstrates the impact of our vision and how to achieve it;
- **Clear standards** – There are clear principles and standards that support good practice in delivering and embedding participatory and deliberative processes, which are widely understood and followed;
- **Democratic innovations** – There is continuous learning and innovation to improve democracy and work against entrenched inequalities.

Find out more about our work: www.involve.org.uk/our-work/

Our values

- **Collaboration** – because change comes when broad coalitions of people work towards a common vision;
- **Equity** – because everyone in society has an equal right to be listened to and participate in decisions that affect their lives. No one should be held back by societal divisions or prejudice;
- **Independence** - because we are committed to the integrity and impartiality of participatory and deliberative processes;
- **Purpose** – because participation must have an impact. We reject tokenistic or ineffectual engagement;
- **Quality** - because effective participation requires time, attention and commitment.

03. About the role

Involve is uniquely placed to influence the new government to better involve people from all walks of life in how decisions are made. Involve has made inroads with key political actors, the civil service and Parliament to better embed public participation as a democratic norm. There is a particular window of opportunity for impact in the first 100 days of the new government, that we feel an effective media strategy would help secure. This role will help us take advantage of this moment, and see tangible results in shifting the dial towards people affected by decisions being part of making them.

04. Key responsibilities

- Plan, coordinate and execute media strategies to deliver influence and impact for our work, and raise the profile of the Involve.
- Broaden and deepen our media relationships, by building strong links between key media contacts and key members of Involve's team, maintaining accurate information on journalists and pitching stories and comment to media outlets.
- Plan, draft and edit creative and engaging press releases, opinion articles and media briefings.
- Monitor the media to identify opportunities for pitching Involve analysis and comment.
- Support and coordinate Involve colleagues to develop stories for the media, write comment, act as broadcast spokespeople and build their own strong media relationships.
- Monitor and evaluate the Involve's impact in the media.
- Provide monthly written reports on all the above.

Given the short nature of the contract, required outputs will be agreed together with the successful applicant, with Involve having ultimate sign off. Below are example required outputs, to give a sense of likely outcome of discussions, but to be informed by your expertise:

Strategy and planning - estimated 20% of capacity

- A short, focused media strategy written in collaboration with key staff at Involve.
- A developed list of key media targets with examples of previous work done related to Involve's aims, and a 'top ten' with brief tactical approach proposals.
- A messaging framework written in collaboration with key staff at Involve, showing how key policy areas can be used as a hook to highlight import and relevance of Involve's work.

External outputs - estimated 60% of capacity

- Using messaging framework to develop briefing on key issues arising in public discourse, and a list of key media targets to engage with using that briefing.
- An in person briefing, with 20+ key media targets in attendance, with content well developed, leading to 1 or 2 well placed articles in the following month and lasting relationships with 5+ agreed targets.
- At least 2-3 articles in a national broadsheet newspaper and/or broadcast news piece.

Internal communications, reporting and handover - estimated 20% of capacity

- Short, fortnightly or monthly progress reports provided against deliverables.
- Final report on progress made, in line with deliverables, including handover note with reflections and learning on what has and hasn't been effective, and a clear plan for where we could go next.

05. Key competencies

Essential competencies

Applicants must demonstrate the following competencies:

- Excellent, practical understanding of how to develop and implement a media strategy;
- Experience of leading successful efforts to acquire national media coverage on issues of social justice, policy or politics;
- Excellent project management skills: a proven ability to manage and prioritise a diverse workload, and provide robust progress reporting;
- Excellent relationship building skills: proven expertise in developing and managing relationships with a range of people at all levels, including senior stakeholders and decision-makers;
- Committed team player, embodying our values of collaboration, equality, independence, purpose and quality; passionate about furthering our vision;
- Strategic thinking skills: able to understand wider contexts and strategic objectives and apply these to developing and delivering our thinking and work.
- Excellent written skills: able to write clear and persuasive copy for a range of audiences and purposes.
- Excellent ability to embody an organisation's Tone of Voice, with limited time to get accustomed to it. See Appendix 1 for Involve's Tone of Voice document.

Desirable competencies

The following competencies are desirable:

- Understanding of theoretical concepts and debates relating to democracy and public participation in decision-making and its different forms;
- An interest in issues of equity, power and privilege;

We are interested in applications from people with a wide range of different backgrounds. Please don't be put off applying if you don't meet all the criteria.

06. Pay, location and benefits

Job Title: Senior Associate, Media Relations (consultant / freelance)

- Pay:** £600 / day, £7,800 total.
- Timing:** From 5 August 2024 (or asap) - 31st October 2024
- Location:** Flexible, must be comfortable with some travel. Must be able to travel across the UK.
- Hours:** Approximately 8 hours / week for 3 months.
- Reporting to:** Director of Advocacy & Communications, Calum Green

07. How to apply

- Apply online via the link below. The closing date for applications is 10am on Wednesday 31 July. Interviews will be held on 2 August, but we can be flexible given the tight turnaround.

The application consists of the following sections:

- Where did you hear about this freelance opportunity?
 - a. Personal details
 - b. Diversity monitoring (this section is optional)
 - c. Application:
 - i. Please outline why you are interested in this role? (Max. 400 words).
 - ii. A CV of no more than two sides of A4. The CV should include a summary of your: work experience, volunteering experience (if any), and education history.
 - iii. Please share up to three links to work you've done previously, that we should review in advance of interviews and that best demonstrate the competencies listed in the profile.
 - iv. Contact details for two references.
- Declaration.