

# HIRING: Netpol Communications Coordinator

## Post summary

Do you want to do something about how the police routinely disrupt and criminalise protest and disproportionately harass marginalised people? Do you want to resist structurally racist and oppressive policing and the way the police label a wide range of campaigners as “extremists”?

We are seeking to significantly grow our reach, supporter giving and campaigns. We envision this will be primarily through building up an email list and direct debit contributions. We also seek to build our media reach and improve our website content.

We are looking for an exceptional communicator with digital skills who wants to work with grass-roots campaigners to make a difference at a national level. This is only Netpol’s second staff position, so the role will be wide-ranging and needs someone that takes the initiative.

We see this post as a paid member of the Steering Group.

## Post details

Job title: Communications Coordinator

Reports to: Steering Group, through a link person.

Other functional relationships: Project and Campaigns Coordinator

Working hours: 17.5 hours a week (0.5 FTE).

Starting salary: £18,083.48 per annum (£36,166.95 pro-rata) if based in London. Without London weighting this is £16,275.13 (£32,550.26 pro-rata).

Location: London preferred, but open to anyone able to work remotely and travel at least once a month to London.

Deadline for applications: 10am UK time Monday 23 November 2020.

Interviews: Thursday 10 December

Start date: As soon as reasonably possible.

## About you

You will have first-hand experience of campaigning, have organised grass-roots protests, and will have a working or personal understanding of the main violations and abuses faced by activists and campaigners in both community and public order policing. You understand the importance of solidarity, and of standing with and amplifying the voices of those oppressed or denied their rights by the state.

You will have excellent communication skills, including in online communications in the context of campaigning and fundraising. Whether you’re a communications

professional with several years' experience, or a highly digitally capable self-starter with excellent demonstrable campaign experience – if you're passionate and committed to Netpol's mission, we'd like to hear from you.

We are looking for someone who is self-motivated, able to work by themselves as well as collaborate with colleagues. You are flexible, diligent, able to work under pressure and manage a busy and sometimes competing workload.

We are looking for a digital campaigner who has the potential to grow this role. We encourage candidates who meet the essential criteria to apply.

We are open to people of every background - what matters is your commitment to Netpol's aims & ability.

## About Netpol

Netpol (the Network for Police Monitoring) brings together many of Britain's most experienced activists, campaigners, lawyers and researchers to share knowledge and expertise that highlights and challenges disproportionate or excessive policing that violate the rights to freedom of assembly and expression. It is a non-profit company limited by guarantee and is managed by a ten-member steering group, who have extensive experience in the legal, academic and charity fields. Their knowledge and skills on policing and civil rights is drawn from activism in groups including Green & Black Cross, Newham Monitoring Project and Legal Defence Monitoring Group.

Additionally, the Netpol Lawyers Group brings together many of leading human rights barristers and solicitors in England, Wales and Scotland, providing support for Netpol's work.

We currently employ one part-time (28 hours a week) Coordinator.

## To apply

Please send the following to [netpolrecruitment@protonmail.com](mailto:netpolrecruitment@protonmail.com).

- A letter (2 page maximum) about yourself, your activist/campaigning experience and outlining how you meet the person specification criteria (word or pdf file).

Address both the essential and desirable competencies listed in the person specification. The shortlisting panel will rely on this to shortlist and therefore determine who to invite to interview.

Use examples to draw particular attention to experience, knowledge, achievements and skills gained in past employment or voluntary/leisure activities, provided they are relevant to the post. We recommend using the Situation, Task, Action, Result model to do this for each competency.

- Your CV - (two pages maximum) (word or pdf file).

# Job description

## Key responsibilities:

### Website

- Manage the website structure and content
- Create, edit and upload and digital content
- Manage the Netpol Solicitors List.

### Supporter engagement

- Manage email communication with our supporters, building contacts and encouraging support engagement in campaigns and online actions with measurable impact.
- Oversee and ensure best practice in email content, testing, delivery and response rates.
- Eventual implementation of a CRM system.

### Social media

- Manage our social media platforms. (Facebook, Twitter, Instagram)
- Create and edit videos and graphics, reposting appearances in media.

### Media

- General media monitoring of relevant news & press opportunities.
- Contributing to press releases and press strategies.
- Responsible for the media phone and speaking to the media about our work.

### Fundraising:

- Lead on supporter giving strategy for Netpol.
- Contribute to funding bids.

### Campaigning

- Develop both digital and physical resources for Netpol campaigns.
- Drive grass-roots digital participation in our campaigns.
- Take up campaigning responsibilities when required.

### General

- Take on other responsibilities at the discretion of the Steering Group.

# Person specification

## Essential:

- Experience of managing social media accounts for an organisation, using best practice and innovative content to drive engagement.
- Experience of managing mailing lists.
- Ability to motivate individual supporters to give.
- Experience of managing website CMS.
- Experience in writing persuasive content and creating compelling messaging for a variety of audiences and across multiple digital channels.
- Experience in developing and delivering strategies for using your excellent digital communication skills that will engage activists.
- Self-organising and accountable, with proven organisational and time-management skills and the ability to manage multiple projects and deadlines.
- 2+ years' experience in campaigns, supporter-based fundraising, direct action protest and/or communications.
- Commitment to Netpol's cause.

## Desirable:

- First-hand experience of poor policing, either at a protest or as part of a minority group.
- Proven ability to produce written, audio, graphic, and video content.
- Ability to monitor and analyse performance data from digital communication channels.
- Experience of working with CRMs.