

# ELECTHER

## **COMMUNITY & COMMUNICATIONS COORDINATOR**

Deadline for applications: 8.59am, 6<sup>th</sup> December 2021

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Dear Applicant,

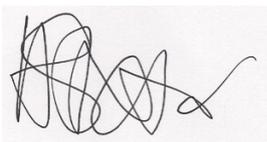
Thank you for your interest in the work of Elect Her. With this recruitment pack we sincerely hope we can answer any questions you may have about our work and the roles that we are currently recruiting for.

Elect Her has been working as a community organisation since 2016, providing workshops to demystify the process of standing for elected office and is now a registered CIC. Founded in Scotland as The Parliament Project, today our work caters for women across Britain providing knowledge, confidence, and skills to women at every stage of their political journey. We are currently recruiting to grow our team in Scotland, to expand our work and create a safe space for women to explore their futures as leaders, legislators, and champions of Scotland's political governance.

We are a tiny but mighty team who are all passionate about what we do and excited by the possibility of what's next. We bring our full selves to work, create space for that and celebrate it. As a team we are all committed to our mission and are looking forward to welcoming new people into this work. This is an exciting time to join our organisation as we embed our current strategy, which puts into practice all we have learnt from listening to women in our community over the past two years.

I hope you find this document helpful as you consider your application and I look forward to meeting you through this recruitment process.

Kind regards

A handwritten signature in black ink, appearing to read 'Hannah Stevens', written on a light-colored background.

Hannah Stevens  
Director

## **ABOUT ELECT HER**

Elect Her works to motivate, support & equip women in all their diversity to stand for elected office in all spheres of Government, providing them with the knowledge, confidence, and skills they need to do it. We demystify the process of standing for elected office and motivate women to create action plans for standing through free workshops and online resources. We nurture networks of women supporting each other in peer support circles, facilitating space for women to share and reflect to prepare themselves for standing for office. We design training programmes to equip women with the tools they need as they prepare to stand. We create protected spaces for under-represented women to come together to acknowledge the additional barriers they face in standing and seek solutions in unity. Increasingly we are creating women centred political literacy materials to support all women to develop their foundational understanding of how our country's governance works for us.

Since we began our work, we have:

- Delivered workshops demystifying the process of standing for elected office to over 5000 women.
- Welcomed 500 women through our Peer Support Circles.
- Supported nearly 180 women as candidates.
- Celebrated as at least 80 of those women have been elected.
- Designed and produced Scotland's Women Stand, a daylong event at Scottish Parliament celebrating women and their role in Scotland's governance.
- Created regular networking space for D/deaf and disabled women in politics.
- Provided regular space for Women of Colour to come together to reflect on the additional barriers they face on the journey to elected office.

And this is just the beginning!

## **JOB DESCRIPTION**

**Role:** Community & Communications Coordinator

**Reports to:** Managing Director

**Responsible for:** Executing the organisation's communications strategy and growing and actively engaging our community in our work.

**Working pattern:** 3 days per week with additional hours if desired at key points of the year.

**Salary:** £27,000 pro/rata

**Pension:** 3% employer & 5% employee pension contribution

**Contract:** Fixed term 31 months

**Holiday:** 17 days personal annual leave, plus bank holidays, with additional discretionary leave days at the convenience of the organisation.

**Employer:** Elect Her CIC

**Hiring Manager:** Hannah Stevens, Managing Director

**Place of work:** Remote working with some travel required for in person meetings and events in Scotland when appropriate.

## **Role Overview**

The purpose of this role is to support the growth of our community of women in Scotland, encouraging a new audience of women to access our programmes and explore their role in Scotland's democracy. If you love using your creative abilities with words, images, and videos to tell a story, this is the role for you.

The key elements of the role are:

- Engage with and nurture the community of women in Scotland accessing our work through our communications platforms, programme activity and building relationships. Build audiences (live and digital) for Elect Her programming through extending digital reach and build newsletter subscriptions and social followers.
- Participate in the creation of and coordinate the implementation of the communications strategy. Working with the full staff team to develop a year-round narrative and content plan covering newsletters, websites and social channels utilising the distinct 'voice' of the organisation.

Work closely with the Elect Her team to maintain existing relationships with a wide range of partners, organisations, and individuals.

## **Role Responsibilities**

Be an active leader in our community, providing opportunities for storytelling and participant engagement throughout our programming and communications.

- Regularly engage with programme participants through our online learning platform.
- Participate in regular Elect Her programming activity and feed experiences, quotes, video clips into our communications plan.
- Create a community email schedule, manage copy, co-coordinate content, evolve the design and ensure timely distribution.
- Utilise internal data to develop new streams of targeted communication for women on our mailing list.
- Engage with women in our community to gather their stories and experiences to incorporate into our social media and blog content.
- Create promotional material for all Elect Her workshops, trainings and events ensuring women of Scotland have access to our work.
- Nurture relationships with grassroots and community organisations to connect our work with their ambitions.
- Work with PR agency to implement a communications campaign to recruit women to access our work.

Implement strategic, multi-channel social media campaigns and report on impact/engagement.

- Create monthly schedule of social media posts following communications strategy, including copy, graphics, and video where appropriate
- Develop content including graphics, copy and video for social media platforms.
- Ensure all social media content adheres to our inclusion and access standards
- Daily general engagement and interaction on our social media platforms.
- Record how each post performs and generate a quarterly report, including performance across Twitter, Facebook, and Instagram.
- Generate engagement and growth across all platforms.
- Set up and coordinate activity across Linked In
- Regularly post our own published articles and releases, alongside relevant news items and content of interest across all social media platforms.

Manage the continuing development of the Elect Her website ensuring high-level user experience, high standards of access and functionality,

- Develop UX journey for all target audiences
- Regularly update the website as new information or imagery becomes available.
- Complete annual review of website content
- Ensure all activity open for registration is available to access on our website.

## **PERSON SPECIFICATION**

The ideal candidate will be resourceful and organised with great attention to detail. You will be flexible and enjoy variety, with strong people skills to build great relationships with the organisation's community and many stakeholders. The role has considerable development potential and could suit someone who wants to develop a career in creative communications and build a broad skillset.

You will love what you do, have a passion for feminism and community and love the collaborative nature of a creative working environment. You're a team player but have an entrepreneurial spirit running through your veins which means you transform an idea or a brief into something new and innovative. You will be based in Scotland, happy to work remotely and travel to in-person meetings when required.

### **Essential experience and skills**

- Experience utilising a brand strategy guide to inform the development of visuals to compliment all communications assets.
- Experience of writing copy following a brand voice.
- Basic video editing skills (iMovie or equivalent)
- Knowledge and experience of proactively managing social media platforms: Instagram, Facebook, and twitter.
- Ability to create stories from conversations.
- A strong commitment to intersectional work and
- A commitment to listening to the experience of others and embedding what you learn into your work.
- A demonstratable passion for gender equality.
- Working knowledge of our chosen platforms; Canva, squarespace, airtable

### **Desirable experience and skills**

- Experience of using communications tools and analytics to inform communications plans.
- Understanding and experience of one or more area of democratic engagement; from political party membership, through public affairs, to standing for elected office.
- Experience of designing UX within websites

## OUR VISION AND VALUES

At Elect Her we believe that the world will be a better place when more women are in power. Equal representation of those creating the laws is essential. We will continue with our work until at least 51% of elected representatives across all spheres of office in Britain are women.

There is a lack of equal representation in Government and we're intent on changing this.

### Our values:

We are **accessible, collaborative, motivating** and **unapologetic**.

We are committed to intersectionality and diversity of age, race, sexual orientation, geographical location, and political identity. **No woman is left behind.**

We are **unfailingly positive and future focused**. We will do this!

We are **flexible and agile**. We adapt ourselves to women's busy lives

We are a **learning organisation**. We always strive to listen and grow.

We are **non-partisan**. We need more women leadership in all parties.

## APPLICATION PROCESS

### Application Questions

Please see Elect Her's vision and values in our application pack. Do our values align with yours? (Yes / No)

Do you have the right to work in the UK? (Yes / No)

Name:

Email address:

Phone number:

You and Elect Her. Why are we such a great fit?

What is your understanding of Elect Her's values and how it could shape communications for our work?

From your portfolio, send us one example of each of the following. Each one should be accompanied by 2 sentences telling us 1) your role in creating it, and 2) reasons why you are proud of it.

- Website creation
- A press release / blog / op-ed, opinion piece / other article – sample of your writing
- Social media posts

For equal opportunity monitoring (optional):

How would you describe your gender?

How would you describe your race?

Do you consider yourself to have a disability? (a physical or mental health condition or illness lasting or expected to last more than 12 months)

### How To Apply

You are welcome to request an initial 15-minute conversation with someone from the Elect Her team to ask any questions you have about Elect Her and the role before the application deadline and interviews.

Please download [this application form](#) and answer the questions detailed above. Send with your CV (ensuring it has contact details for 2 references) and samples of your work to [JoinTheTeam@elect-her.org.uk](mailto:JoinTheTeam@elect-her.org.uk) before 8.59am on Monday 6<sup>th</sup> December.

Deadline for applications: 8.59am, 6<sup>th</sup> December 2021

First interviews will take place on 13<sup>th</sup> December, and we hope all candidates will be notified of the outcome by 16<sup>th</sup> December. We may choose to reinterview in the new year. The position remains open until filled.