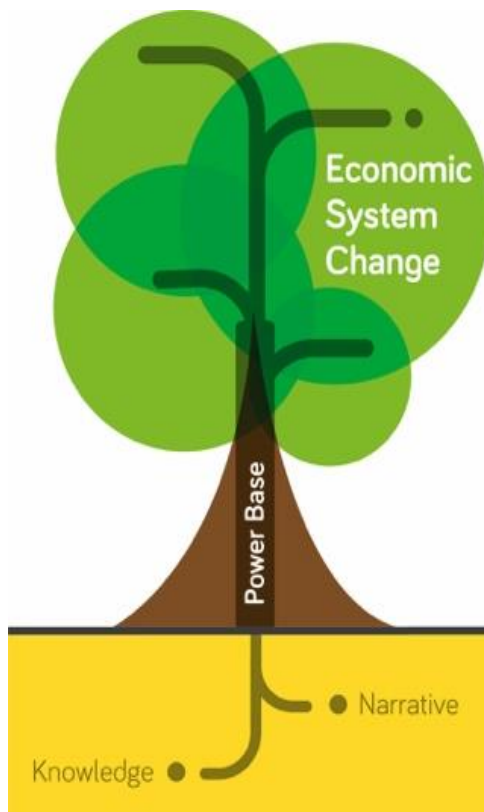


Job description

Communications lead (maternity cover)

Deadline for applications: Sunday 10 May 23:59 UK time

Who we are:



The Wellbeing Economy Alliance (WEAll) is a global collaboration of organisations, alliances, movements and individuals formed in 2018. We work together to change the economic system, so it delivers human and ecological wellbeing. WEAll's strategy consists of the following three key components: narratives, knowledge and power bases.

Critically, change needed will not be brought about by any single entity on its own. It requires collaboration and inspiration, sharing and co-creation. Hence the creation of new powerbases in the form of a citizens' movement, place-based hubs and thematic clusters (e.g. the Wellbeing Economy Governments – WEGo – partnership) at the heart of WEAll's strategy. These powerbases need to be fed both by bringing together a coherent body of existing and new wellbeing economy theory and practice as well as a

compelling positive new economic narrative. Find out more at wellbeingeconomy.org

What we offer:

An opportunity to work with a highly motivated team committed to accelerating economic system change. A team with a set of dedicated values: Togetherness, Care, Honesty, Equality and Passion. This is WEAll's core 'amplification' (Amp) [team](#).

The Communications Lead position offers the opportunity to lead on the management and enhancement of WEAll's communications approach and the

promotion of wellbeing economy ideas. Amplification of our vision and the work of our members around the world is critical to our theory of change.

The position is a fantastic opportunity for someone with skills and experience in strategic communications: and who wants to be part of building a better system for people and planet. You will be part of an exciting movement, working with people from all over the world who are collaborating to transform the economy.

Start date: Monday 22 June 2020

Contract type: 7-month self-employed contract with the potential to renew (maternity cover)

Fee: Up to £2,000 per month (dependent on experience) for a 60% role. This figure is inclusive of all taxes for which the contractor will be responsible.

Hours of work: The nature of this role is that flexibility in hours is both required by the role (for example, there will be some evening and weekend work) but also offered by WEAll.

Location: While we encourage and welcome applications from anywhere in the world (working from home), we understand and appreciate the value of human connection. As such, our preference is to recruit for a person to be based in Glasgow [Scotland] where we can provide access to a co-working space.

What we are looking for:

We are looking for an organised, flexible and highly motivated individual with demonstrable strategic communications skills, and a passion for economic system change. The focus for the role is to take the lead on WEAll's communications strategy and delivery to drive engagement with the wellbeing economy vision amongst the public and influencing targets. The post holder must be adaptable, creative and – due to the nature of our small start-up organisation – willing and able to turn their hand to a range of tasks and projects as required.

Key activities and deliverables:

Communications strategy

The post-holder will:

- Have ownership and oversight of WEAll's organisational communications strategy

- Curate, plan and create content across WEAll communication channels, ensuring the amplification of the work of members
- Develop and manage communications plans for WEAll's specific funded projects, working with other amp team members to ensure objectives are met
- Be an active and engaged member of the amplification team, contributing where required to the work of others and overall organisational strategy, including playing a key role with the development and delivery of publications, events, and funding bids.

Communications delivery

- Media relations and PR, seeking to drive awareness of and engagement with wellbeing economy ideas in Scotland and around the world
- Working with the Digital Lead and Engagement Lead to successfully manage the WEAll website and social media channels, with primary responsibility for creating, editing and publishing regular engaging content
- Managing the delivery of communications objectives for WEAll's specific funded projects. This includes strategic involvement in the content and dissemination of WEAll publications, and all aspects of communication around high profile events
- Responsibility for all public-facing WEAll outputs including managing and improving user journeys across all channels, and proactively driving the amplification and creation of high quality, engaging content.

Skills and Experience:

Essential

- Excellent written and verbal communications skills, with demonstrable high-quality written content
- Fluent in English
- Stakeholder relationship management
- Experience of media relations and PR on behalf of an organisation, or as a journalist/PR professional
- Familiarity with and passion for wellbeing economy ideas and the need to transform the economic system
- Comfort with Wordpress website management
- Writing to a high standard for online audiences
- Editing the written work of others
- Working with creatives to develop and deliver communications assets e.g. video, graphic design assets, reports

- Managing Mailchimp or similar HTML email system successfully on behalf of an organisation
- Efficient, adept at juggling multiple projects and deadlines
- Creative thinker with original ideas and ability to self-manage

Desirable

- Strategic management of social media channels on a professional basis including Twitter, Facebook and Instagram
- Management experience
- Use of Canva or similar basic graphic design tools to develop engaging visual content
- Management of online communities
- Facilitation of webinars
- Network coordination
- Professional experience in a purpose driven organisation working on communications for behavioural, policy or other positive change
- Degree or qualification in relevant subject(s).

How to apply:

Please send the following by 23:59 BST on Sunday 10 May to lisa@wellbeingeconomy.org:

- Your CV
- An application letter* (max 750 words)

*The letter should include:

- Why you are applying for this job as well as a summary of your experience and knowledge related to this vacancy. Please demonstrate how you meet the essential criteria (and desirable criteria, if applicable) with illustrative examples where possible
- Two professional referees (name, organization, email and telephone). Referees will only be contacted prior to a job offer.
- Confirmation that you can start in the role on Monday 22 June 2020
- Your preferred working location.

Short listed applicants will be invited to an online interview on **Tuesday 19 May**.



Dependent upon the number of applications we receive, we may not be able to reply to all applicants that are not short-listed for interview. We apologise in advance for this and thank you for your understanding.