

Job description

COP 26 Communications Officer

Deadline for applications: Sunday 11 April 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 weall.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 COP26 Communications Officer position offers the opportunity to lead on WEAll's presence and impact around the COP26 in Glasgow in 2021. This is a unique opportunity to engage new audiences with the case for economic system change and a wellbeing economy. Primarily this will be done through a multi-arts festival that seeks to be engaging and informative and will be available to digital audiences as well as people in Glasgow.

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: May 2021

Contract type: 8-month fixed-term employment contract

Salary: The hours of work will be 21 hours per week and the salary is based on a full-time equivalent salary of up to £30,000 per annum (dependant on experience)

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

Location: Because of where COP will take place this year, our preference is to recruit for a person to be based in Glasgow [Scotland] where we can provide access to a co-working space (COVID rules permitting).

What we are looking for:

We are looking for an organised, flexible and highly motivated individual with demonstrable communications skills, and a passion for economic system change. The focus for the role is to take the lead on WEAll's communications efforts in connection with COP26, specifically our planned COP26 music festival but also opportunities to bring together heads of government of the Wellbeing Economy Governments (WEGo) Partnership at the conference itself, and to advance wellbeing economy ideas by seeking out and creating opportunities for amplification related to COP26. 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 communications tasks as required.

Key activities and deliverables:

Communications strategy

The post-holder will:

- Have ownership of WEAll's COP26 communications strategy and deliverables, including the communications plans for WEAll's planned music festival in Glasgow
- Curate, plan and create content across WEAll communication channels, ensuring the amplification of the work of members directly related to COP26 and other COP26 related events e.g. G7 meeting in the run up to November.
- Work with other amp team members to ensure objectives are met around COP26 communications.
- Be an active and engaged member of the amplification team, contributing where required to the work of others and overall communications strategy, ensuring that WEAll's planned COP26 events are woven coherently into overall plans .

Communications delivery

- Promotion of and communications deliverables around WEAll's COP26 music event
- Media relations and PR, seeking to drive awareness of and engagement with wellbeing economy ideas in Scotland and around the world in relation to COP26
- Working with the Digital Lead and Engagement Lead to successfully manage WEAll's COP26 related communications output on WEAll's website and social media channels, with primary responsibility for creating, editing and publishing regular engaging COP26 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
- Experience in promoting and communicating about high profile events
- 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
- Use of Canva or similar basic graphic design tools to develop engaging visual content
- 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 11 April to:

Lisa@weall.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 during the month of May 2021, our preference would be asap.

Short listed applicants will be invited to an online interview on **Tuesday 20th April**. 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.