

1991 - 2021



## Head of Communications (Moving on Up)

- Salary:** £47,500 (pro rota 3 days per week)
- Benefits:** Pension (8% employer contribution)
- Contract type:** 2 years fixed term
- Hours:** 21 hours
- Location:** BTEG office (Kings Cross) and home working negotiable.

## BACKGROUND

Moving on Up (MoU) is an initiative that aims to increase the employment rates for young black men in London. By young black men, we mean those who are aged 16-24 from black British, black African, black Caribbean and mixed black ethnic groups, who are actively seeking work. The initiative is a collaboration between Black Training and Enterprise Group (BTEG), City Bridge Trust, and Trust for London. Since 2014 over £1 million has been invested in research and policy work; practical employment support for young black men; and work with employers. In phase one, six projects were funded to provide practical target support to young black men to find employment.

The House of Commons Committee of Public Accounts recently examined DWP Employment support and reported their shock at the surge in the unemployment rate for young black people (41.6%) during 2020. The DWP could offer no explanation for the disparity that is three times higher than the rate for young white people. However, we do now have explanations for the very high unemployment rate for young black men in London and we need to get our messages out to employers and policy makers.

The MoU initiative is now entering a new phase of implementation at the same time as London embarks on its post-Covid social and economic recovery. The next two years will be critical for the MoU initiative, and we have the following components to both learn from and maximise:

- i. Mayor of London Inclusive Employer Toolkit
- ii. Collective Impact Partnerships interim evaluation lessons
- iii. MoU Employer Champions
- iv. MoU Young Black Male Ambassador programme.

- v. MoU Advisory Group (policy statements, briefings and press statements)
- vi. PR agency strategic and creative process to raise profile of MoU.
- vii. The Behavioural Insights Team message testing with over 20,000 employers

Later this year BTEG will launch a new website and the MoU pages will be more effectively geared to employers, young black men and the media.

The BTEG MoU team is comprised of Jeremy Crook, Chief Executive; Dr Liz Mackie, Shared Enterprise CIC Ltd; Indra Nauth, Programme Director; and a Comms and Engagement Intern.

Our tasks include:

- i. Recruitment and support of MoU Ambassadors
- ii. Strategic support for Brent and Newham collective impact partnerships
- iii. Organising employer champions group and attracting new employers
- iv. Collaboration with GLA Workforce Integration Network Team
- v. Production of policy statements and data briefings
- vi. Organising MoU Advisory Group meetings.
- vii. Establishing the MoU Awards and other events to promote and celebrate MoU success.

## **JOB DESCRIPTION**

The MoU programme now needs a talented communications lead to enhance our work with high quality and consistent strategic communications capacity. The Head of Communications will report directly to the Chief Executive to whom they are accountable for all aspects of their work.

## **FUNCTIONS AND RESPONSIBILITIES**

The postholder is responsible for leading on MoU's Communications work.

### **Strategic communications and campaigns**

- To lead on developing and implementing the MoU communications strategy, drawing on work done by the Trust for London; using communications as a strategic tool to tackle inequality in employment opportunities for young black men and achieve change.
- Keeping MoU stakeholders informed and up to date with all programme developments.

- To support MoU's collective impact partnerships and highlight their impact, especially when young black men gain employment.
- To oversee key campaigns and work alongside and manage relationships with any agencies engaged to deliver this work.
- Work to improve the effectiveness of sector wide messaging on employment inequality experienced by young black men and shift public narratives, with a particular focus on driving businesses to act.
- To support integrated influencing (e.g., research, campaigns, public affairs, story-telling, media) to make the case for change and inspire policy makers, employers and other decision-makers to act.
- To advise the MoU team on communications opportunities and risks, including crisis communications preparations.
- To join our employer champions meetings and share job opportunities with collective impact partners.

### **Media relations and story-telling**

- To build relationships with journalists, particularly national and London newspapers, radio and television and their related websites.
- To amplify MoU's policy messages.
- To proactively identify and create opportunities for media coverage of MoU's work and respond to incoming media enquiries, including any out-of-hours calls, as well as crisis management.
- To draft, finalise and distribute press releases and other communications resources, including key messages and Q&A documents.
- To brief and prepare MoU's spokespeople for media opportunities, including providing training where needed.
- To position great story-telling at the heart of our communications, supporting ambassadors to tell their stories, supporting staff with op-eds and blogs to champion change, and finding creative ways to tell stories through videos, photo-journalism, reporting and novel dynamic content.

### **Capacity building and training**

- To support partners with their communications and advocacy needs.
- To provide training and support to ambassadors so that they can engage with the media, either as spokespeople or as case studies.

## **Digital media and brand**

- To oversee the launch of MoU's new website pages, and manage these on an ongoing basis, including identifying and managing any development work needed, and managing agencies and partners.
- To ensure messages are concise and clear for employers on the value of the using the toolkit.
- To provide a strategic lead on developing MoU's social media presence and the newsletter.
- To feed into the brand refresh (visual and verbal) and ensure it and content assets are engaging, coherent and reflective of our principles and ethos (e.g., accessible and representative).
- To work with designers, web developers and photographers to produce engaging content, assets, and data visualisations.
- To create copy for, and edit, and written materials, that MoU might produce from time-to-time.

## **Other**

- To commission and manage other communications consultants and agencies as required.
- To handle occasional out-of-hours media and communications work.
- To undertake any other relevant tasks in relation to the work of the programme as requested by the Programme Director and the Chief Executive.

**Closing date for applications:** 9:00 am 22 November 2021