

## **Freelance Content & Communications Officer Job Description & Application Pack**

<b>Job Title:</b>	Freelance Content and Communications Officer
<b>Contract Length:</b>	Approx. 60 days work from July 2017 – March 2018
<b>Salary:</b>	£150 per day
<b>Reporting to:</b>	Groundswell Project Manager – Insight & Action

### **From The Ground Up**

*From the Ground Up* is a collaboration between Groundswell and The Pavement Magazine and is funded by Comic Relief. Our volunteer peer journalists will report on issues that matter to people experiencing homelessness and will develop and communicate solutions.

Our peer journalists are trained and supported to use their lived experience to work with homeless people to identify the real issues affecting people. Then take their findings directly to service staff, policy makers and people experiencing homelessness to bring about change.

### **Groundswell**

Groundswell is a registered charity (no. 1089987) that exists to enable homeless and vulnerable people to take more control of their lives, have a greater influence on services and to play a fuller role in our community. Our work is based around a set of core beliefs that see homeless people at the heart of solutions to tackling homelessness. Our largest area of work is around health and homelessness with peer volunteers accompanying homeless people to health appointments. Our work includes the Insight and Action Programme which takes a radical grassroots approach to uncovering the issues faced by homeless people and crucially, develops achievable solutions.

### **The Pavement**

The Pavement is a small UK-wide homeless charity, which publishes and distributes a free bi-monthly magazine for a homeless readership and runs a UK-wide website. Both include a unique listings service of everything those who are homeless might need to know and a unique blend of reportage, advice, cartoons and inspiring real life stories, all written with our homeless readership firmly in mind.

Currently the Pavement magazine is delivered free to over 70 day centres, projects and soup kitchens across London and Scotland; it goes straight to the hands of the homeless people who need it most: we believe information can give you the power to change your life.

As a largely volunteer-led organisation, we involve homeless people in all aspects of our work and campaign to raise awareness and reduce the stigma associated with being homeless.

## Job Tasks

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### From the Ground-Up Project

- 1. Volunteer training.** Support the training of volunteers in citizen journalism, podcast making, storytelling and photography.
- 2. Content support:** Work closely with the editor of the Pavement magazine to support peer journalists to produce relevant and accessible content for both print and online formats, in line with our style guidelines.
- 3. Writing and reporting.** Work with the Groundswell team to identify the latest policy and research that affects homeless people and producing accessible and digestible summary reports directed at Pavement magazine readers with experience of homelessness.
- 4. Events.** Work with the Groundswell team to arrange events that bring together people with experience of homelessness, journalists, service providers and policy makers in order to communicate issues raised through research.
- 5. Communication.** Work with the Groundswell team to disseminate findings to people with experiencing homelessness through in-reach sessions in homelessness services, with media to communicate with the wider public, and with service providers and policy makers to help use content produced by peer journalists to drive positive change.
- 6. Recording and monitoring.** Keep accurate records of activities undertaken and work with volunteers through Groundswell's Salesforce CRM and other recording mechanisms and contribute to reporting on the project.

### Organisational Communications

- 7. Undertake agreed communications tasks for Groundswell including:** implementation of Groundswell's Communications Action Plan, and raising awareness of Groundswell's work through producing, designing and disseminating promotion material in a range of internet and media formats including print materials for a range of audiences. Other tasks including work on Groundswell's website, social media, media campaigns and newsletter.
- 8. Undertake agreed communication and editorial tasks for the Pavement magazine** including: writing web content, media and campaigning work, and supporter communications.

### General

- 9. Equal Opportunities.** To promote equal opportunities in all areas of work.
- 10. Teamwork.** To contribute to a co-operative and supportive team environment.
- 11. Represent.** To represent Groundswell and The Pavement in an appropriate manner.
- 12. Line Management.** To participate in regular line management meetings.
- 13. Other Work.** To undertake other work as agreed with line manager, with additional days agreed on a freelance basis.

## Person Specification

	Essential	Desirable
<b>Experience, Skills and Knowledge</b>	<ol style="list-style-type: none"> <li>1. Journalistic experience, preferably in both print and online formats.</li> <li>2. Experience of volunteering or working with volunteers.</li> <li>3. Fully computer literate including experience of range of web-based computerised software, and demonstrable experience of using MS Office and content management systems like WordPress.</li> <li>4. Excellent written skills and ability to present information in an accessible manner.</li> <li>5. Strong creative skills including knowledge of a design platform like Adobe Photoshop.</li> <li>6. Proof reading skills with an excellent eye for detail.</li> <li>7. Excellent administration and organisation skills.</li> <li>8. Experience of accurate record keeping and monitoring.</li> <li>9. Experience of using social media with the aim of creating positive social change.</li> <li>10. Understanding and support of Groundswell and the Pavement's core beliefs.</li> </ol>	<ol style="list-style-type: none"> <li>11. Personal or work-related experience of the issues relevant to homeless people.</li> <li>12. A journalism qualification</li> <li>13. Experience of delivering media training to vulnerable adults.</li> <li>14. Communications experience.</li> <li>15. Experience of organising events.</li> <li>16. Experience of managing contact list and undertaking mail outs.</li> <li>17. A good knowledge of the UK media.</li> </ol>

# Application Process

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## 1. Application

To make an application, please submit your **CV** along with a **cover letter** which explains how you meet each of the areas outlined in the Person Specification above and why you are interested in doing this job. The deadline is **Monday 24<sup>th</sup> July 2017 at 12pm**. Please submit by email to Katie Langford on [katie.langford@groundswell.org.uk](mailto:katie.langford@groundswell.org.uk)

## 2. Interviews

Candidates will be notified if they have been invited to interview by **Wednesday 26<sup>th</sup> July 2017**. If you have not been notified by this date, then please assume you have been unsuccessful on this occasion. **Interviews will then be held on Wednesday 2<sup>nd</sup> August 2017**

## 3. References

Two references will need to be taken up before a job offer can be made. Please include reference details in your application. One should be your current or most recent employer, and the other someone who has known you in a professional capacity for at least two years. We will not contact any referees before the interview and only after you grant consent.

*Many thanks for taking the time to look into this role –it is an exciting opportunity and we hope you will consider applying.*

*If you would like to discuss this role before applying then please contact Martin Burrows, Groundswell's Insight and Action Project Manager, on 03000 039 600 or [Martin.Burrows@groundswell.org.uk](mailto:Martin.Burrows@groundswell.org.uk)*

## Groundswell

Registered as Groundswell Network Support UK  
Company limited by guarantee number: 4151312  
Email: [info@groundswell.org.uk](mailto:info@groundswell.org.uk) Tel: 03000 039 600

Charity number: 1089987  
Address: 55 Bondway, London, SW8 1SJ  
Web: [www.groundswell.org.uk](http://www.groundswell.org.uk)

## The Pavement

Established 2005 Registered Charity No. 1110656  
Email: [contact@thepavement.org.uk](mailto:contact@thepavement.org.uk)

Scottish Charity Register No. SC043760  
Web: [www.thepavement.org.uk](http://www.thepavement.org.uk)