

Local Trust
trusting
local
people

Press and media manager

September 2024



How to apply

Dear applicant,

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing your application.

To apply, you should submit:

- An up-to-date CV which shows your full career history. We recommend that this is no longer than two pages.
- A supporting statement, with your name at the top of each page, explaining why you are interested in this role, and how you fulfil the person specification. Each section of the person spec should be addressed under clear headings. We recommend that this is no longer than two pages.

Please note that applications can only be considered if both a CV and supporting statement is submitted. Please send your application by email to Alex Cannon from Agency Elwood Atfield, alex.c@ellwoodatfield.com

Interviews will be carried out on a rolling basis.

Due to the number of applications received, we are only able to offer feedback to applicants who attend interview stage.

Good luck!

Kind regards



Alexandra Askew

Head of People, Governance and Resources

Welcome to Local Trust

Local Trust was established in 2012 to deliver Big Local, a National Lottery Community Fund programme which committed £1m to 150 local areas in England, with delivery set to end in 2027.

Big Local is one of the most radical and exciting grant programmes ever launched by a major lottery funder. Between 2010 and 2012, the National Lottery Community Fund identified 150 areas that had historically missed out on lottery and other funding. Each of those areas was allocated £1m of Big Local funding. This could be spent in any way they chose, provided residents organised themselves locally to plan and manage that funding, involving the wider community in the decision-making process.



The programme was designed not just to provide funding for projects, but to do so in a way that would build community capacity, confidence and skills in the longer term. To accomplish this, Big Local is bottom-up and community-led; there are no top-down targets or centrally imposed delivery models. The rules, constraints and priorities that define Big Local have been for local people to decide. The timeframe extends over fifteen years, allowing communities to take their time, build confidence and skills, make decisions and deliver change, without the usual pressures to meet end-of-year spend targets or other arbitrary, bureaucratic deadlines.

To secure the funding, resident-led partnerships of local volunteers work together to form a common vision for their area and agree priorities, in order to make a difference to the things that matter most to their community. The outcomes set for Big Local at its outset were deliberately broad to provide maximum scope for communities to set their own priorities, and were as follows:

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

To help them make the most of their opportunity, residents involved in Big Local are supported in developing and delivering their plans by an extensive programme of training, networking and light-touch, on-the-ground support provided by Local Trust and its partners.

Welcome to Local Trust

With just over two years left to deliver, Local Trust is a dynamic organisation where you could have a substantial impact, helping to influence positive changes in policy and practice for the benefit of communities that consider themselves 'left behind' or forgotten.

You will be joining a team of enthusiastic and supportive professionals, who care about their work. It's a great atmosphere as there is a genuine buzz and momentum about what we are doing. You will get to see the impact that Local Trust is making on the ground, as well as the extent to which our ideas and learning are influencing policy and practice nationally.

We have put together this pack to give you a stronger sense of who we are and you can find out more at www.localtrust.org.uk.

Best of luck with your application.

Matt Leach
Chief Executive



About Big Local

Big Local is an exciting opportunity for residents in 150 areas around England to make a massive and lasting positive difference to their communities between 2012 and 2027. These are areas that have significant challenges to overcome and are places that are likely to have missed out on funding previously. Big Local brings together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Underlying this is a belief that residents have a capacity and desire to drive change. That they can achieve lasting and positive results when supported by those they trust and respect; and that this can build skills; confidence; networks; relationships; and expertise in each community. Residents identify what matters most to them, and can then take action to change things for the better.

Local Trust will distribute more than £1m to each of 150 Big Local areas over its fifteen-year lifespan. We commit our money at the outset, and then support local residents to develop their own plans to spend the funding in ways that they collectively agree will improve their local area and the lives of those living there.

We are supported in delivering the programme by a network of local “reps” who provide light touch on the ground support to our areas to help them deliver.

Because we are in it for the long term – our funding commitment runs through to 2026-27 – it provides time for areas to develop their confidence and capacity, moving from small initiatives to more ambitious projects, often leveraging in significant external funds.

But we don't just provide funding. As the largest and most broad-based place-based funding programme in the UK, we also look to share the evidence and learning from our work.

Over the remaining years, we will be investing significantly in events, research, publications and public engagement that contribute towards setting a new agenda around deprived communities.



Local Trust is registered as a charity (number 1147511) and as a company (number 7833396). Big Local Trust is registered as a charity (number 1145916)

Our staff structure

About the communications team

We're a highly motivated team and pride ourselves on excellent cross-team working, creative thinking and strong strategic understanding. Local Trust is a fast-paced organisation which embraces new ideas, so every team member needs to be adaptable and efficient. Suggestions for improvements are encouraged and welcomed – we love to sharpen our practice!

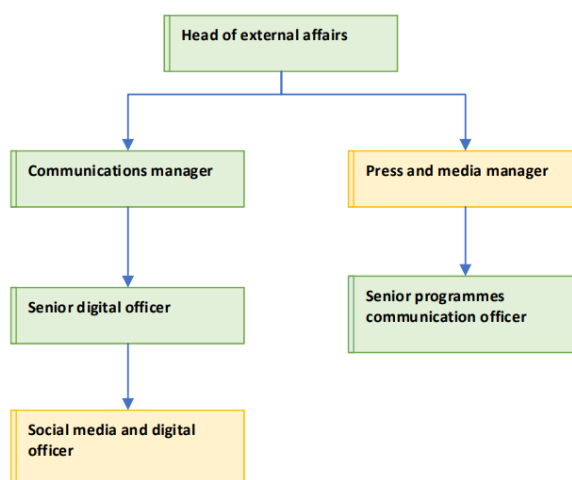
Our priorities are now focused on communicating the legacy and success of our work, we're working closely with colleagues in the policy, research and delivery teams to drive change. Together, we're delivering communications to support Big Local areas and to capture learning from the programme, to secure its reputation for excellence.

About the role

To plan and deliver our work with the press and media, securing positive coverage for our work and protecting against reputational damage that would undermine the legacy of the Big Local programme. Provide line-management and support to the senior programme communications officer, work with the communications manager and head of external affairs to meet team and organisational objectives.

As well as being brilliant at building relationships, you'll be skilled at developing engaging and effective multimedia communications across email, print and digital channels; nurturing and building active online communities; managing relationships with external agencies, freelancers and suppliers; and ensuring our programme communications are creative, inspiring and have the greatest possible impact.

If this sounds like the opportunity for you, please get in touch!



Our staff structure

Most of the Local Trust team is based in our offices in Canopi, 7-14 Great Dover Street, close to London Bridge and Borough stations. But we are moving to exciting new offices in November which is closer to Tower Bridge.

We also have a number of staff based across the country in various locations and currently operate a hybrid approach to office-working where office-based staff spend two to three days in the office.

We are supported in delivering the programme by a network of local area coordinators who provide light touch, on the ground support to our areas to help them deliver.

Please note the following staff structure has recently been revised and may change as Local Trust develops over time to reflect our business needs.

This post is in the highlighted box.

Click [here](#) for more information about our teams.



Our values

Having the right experience, skills and knowledge as defined in the person specification is important; but so too is how you go about your work. As an organisation, we constantly challenge ourselves to be:

- *Responsive and engaged* – constantly seeking to improve the way we work to ensure we are providing Big Local partnerships with access to the support and assistance they need to achieve their ambitions.
- *Outward looking and partnership oriented*, prioritising building new collaborations and partnerships – both nationally and locally.
- *Focused on the future* – putting Big Local in context, and ensuring there is a Big Local legacy, both for areas and for the programme as a whole.
- *Proactive, questioning and challenging* – of both ourselves and Big Local areas, gathering evidence, evaluating approaches and learning from everything we do.
- *Influential, connected and informed* – valuing insight and analysis and actively informing and influencing wider debates on the future of communities.



Job description

Job title	Press and media manager
Accountable to	Head of external affairs
Duration	Fixed term contract (September 2026)
Salary	£50,000 - £54,000 depending on skills and experience

Purpose of the role

To plan and deliver our work with the press and media, securing positive coverage for our work and protecting against reputational damage that would undermine the legacy of the Big Local programme. Provide line-management and support to the senior programme communications officer, work with the communications manager and head of external affairs to meet team and organisational objectives.

Job description (key duties)

1. Deliver proactive and reactive press and media work on key on-going projects - including our doubly disadvantaged neighbourhoods research, the campaign for a Community Wealth Fund and our core policy programme.
2. Provide high level advice and support on media activity to significant legacy projects (including the Independent Commission on Neighbourhoods and our work with local government, our partnership with the NHS Confederation and Learning from Big Local).
3. Take the lead on planning for and responding to complex or problematic press and media queries, including developing a list of media risk areas with pre-prepared rebuttal packs.
4. Work with the head of external affairs to develop a strategic closure communications plan to include proactive media opportunities for LT's senior leadership.
5. Line-manage the senior programme communications officer, holding regular supervisions, managing appraisals, and supporting them in their learning and development objectives.
6. Develop and implement press and media plans for Local Trust's closure strategy.
7. Draw up communication plans for Big Locals who need support as they exit the programme, with a focus on those that require an alternative delivery plan.
8. Foster and maintain excellent relationships with national, regional and specialist journalists to secure proactive coverage of Big Local areas and legacy organisations.
9. Support Big Locals and legacy organisations to share their stories with the media in line with Local Trust's strategic priorities
10. Produce high quality communications content (including press releases, briefings, op eds, video clips, blog posts etc).
11. Ensure that the Local Trust and Big Local brand and identity are applied consistently across the organisation and all its communications.
12. Develop and maintain a list of at-risk legacy projects and areas with no obvious legacy with lines to take for each.

Job description

13. Responsibility for the out-of-hours press line (except for periods of annual leave or as agreed).
14. Commissioning content from contractors and securing its successful delivery.
15. Work with the communications manager to effectively manage the communications budget
16. Support junior members of the team to take complex decisions and prioritise their work in a change environment

As a member of the Local Trust staff team, you will need to:

- Demonstrate Local Trust's vision and values in your daily work
- Consistently contribute to organisation-wide learning drawing on experience gained in your role, and similarly seek to learn from the work of colleagues to inform your work
- Actively look outward and engage with the widest range of external stakeholders to influence, inform and excite others about the work of Local Trust and Big Local
- Proactively support the development of a working culture that promotes equality and diversity
- Help Local Trust deliver its environment and sustainable development policy and environmental management system
- Be aware that you have a duty of care for the health and safety of yourself and others.

While these are your main areas of responsibility, no role profile can cover every eventuality. As this is a post in a small staff team, you are expected to offer flexibility as we may reasonably require you to support other tasks from time to time.

Person specification

	Criteria	Essential/ Desirable
Knowledge and experience	1. Significant experience of developing and delivering effective communications plans and strategies	E
	2. Experience of planning and managing critical communication planning and crisis communications projects	E
	3. Excellent writing and editing skills for diverse audiences and platforms, including social media, email, digital and print	E
	4. Experience of overseeing the development and delivery of press and media content	E
	5. Experience of overseeing multimedia content delivery, including video, animation, audio and graphic assets	E
	6. Line management experience, including performance management and supporting learning and development	E
	7. Budget management experience	E
	8. Experience of working with volunteers, within the not for profit or public sector environment	D
	9. Experience of building a national profile for an organisation	D
Education/training/previous work experience	10. Relevant degree/professional qualification, professional membership or equivalent work experience	E
Competence/technical skill	11. Highly responsive and proactive approach to developing contacts	E
	12. A good understanding of the strategic role of communications within an organisation with multiple stakeholders and programmes	E
	13. Excellent communication skills (including Plain English writing skills and proof reading) and the ability to produce materials for a wide range of	E

Person specification

Criteria	Essential/ Desirable
stakeholders, consistently to a high standard	
14. Demonstrable ability to build and maintain professional relationships across a wide sector with credibility and confidence, most especially with press and media contacts	E
15. Significant personal accountability, with the ability to work on own initiative with a high level of autonomy at a strategic level, as well as to work as part of a small team of peers and within a team with complex relationships and diverse responsibilities	E
16. Ability and willingness to do things differently, including clear critical thinking and willingness to challenge conventional, or to suggest new ways of working, explaining the benefits to others	E
17. Ability to maintain high work standards, through self-evaluation, seeking feedback from others, and self-initiated professional development	E
18. A strong commitment to EDI	E

Principal terms and conditions

Salary

- Annual salary for the role is £51,000 - £56,000. Other staff benefits include excellent development opportunities, time off for volunteering (two days per annum), interest-free travel season ticket loan, additional 3 days leave for use between Christmas and New Year, holiday buy back and sell back scheme and salary advance scheme.

Pensions

- There is a salary exchange pension plan, with an employer contribution of 10%.

Hours

- The full-time hours of work for this post are 36 hours based around usual business hours. However, given the work of the organisation and the nature of the post, some flexibility will be necessary, including occasional evenings and weekend work. Some travel to Big Local areas will also be necessary from time to time.

Holidays

- 25 days' annual leave plus public holidays. Three additional days are also given for office closure between Christmas and New Year.

Probation

- This is a fixed term contract position to the successful completion of a 3-month probationary period. During this time your performance will be reviewed. At the end of the period, you will either be confirmed in post, the probationary period extended or in the case of unsatisfactory performance your employment will be terminated.

Notice

- During the probationary period, notice is one month on either side. After satisfactory completion of the probationary period, this will be extended to 2 months' notice on either side.

Location of post

- This post is based at our office at Borough, London but we are moving to a new office in November, closer to Tower Bridge. We are currently operating a hybrid working policy where office-based staff work from the office at least 2 days per week.