

PEACE PLEDGE UNION

Communications Manager - Job Pack

Job Title	Communications Manager
Salary	£43,740 p.a. pro rata (60%)
Details	3-year fixed term contract, with the possibility of extension

KEY INFORMATION

The advertised role is three days per week (21 hours), with a salary of £26,244 per year (£43,740 FTE at 60%). The role is initially offered as a three-year contract, with any extension beyond this subject to further funding.

You must be UK-based and eligible to work in the UK. This is a hybrid role, with an expectation that you will work from the PPU's London office at least one day per week.

ABOUT THE PPU

The Peace Pledge Union (PPU) is a UK-based pacifist campaigning organisation that has promoted nonviolence and opposed war since 1934, working in solidarity with peace movements worldwide.

We challenge the systems, practices and beliefs that normalise war and militarism in everyday life. This includes opposing military visits to schools, public celebrations of the armed forces and the arms trade. We promote peaceful alternatives, developing educational resources on peacebuilding and conflict resolution. We promote inclusive remembrance for all victims of war, most visibly through our annual white poppy campaign.

The PPU works to counter the idea that armed force is an effective tool for social change, and instead advocates nonviolent approaches as the foundation for a more just and peaceful society.

ABOUT THE ROLE

The PPU is recruiting a Communications Manager to shape and amplify our public voice. This role will focus on strengthening our presence across both social media and mainstream media, developing our website content, and growing our membership and supporter base. You will lead on sharing the PPU's work as widely and effectively as possible, using a range of channels including social media, news media, supporter communications and our online platforms. You will oversee planned communications while also responding quickly and creatively to unfolding national and international events.

This is a key role at an exciting moment of growth for the PPU, offering the chance to make a real impact within a small, collaborative, non-hierarchical team. We are looking for someone with a strong commitment to the PPU's aims, a thorough understanding of pacifist principles and how these relate to world events, alongside excellent digital, interpersonal and strategic skills.

A central aspect of this role is ensuring PPU's communications resonate with a broad, diverse, and evolving audience beyond established peace movement circles. We are seeking someone with the skills and instincts to expand our reach, communicating in ways that are accessible, culturally aware and relevant to younger audiences and communities whose experiences of war and militarism are often under-represented in public debate.

We welcome applications from people with non-linear career paths, as well as those with relevant experiences, such as campaigning or movement building, community organising, or lived experience of war and militarism.

OVERALL PURPOSE

- To act as the primary spokesperson for the PPU in the media, at public events, and in all relevant communication channels, promoting the PPU's vision, principles and goals.
- To develop, manage and coordinate the PPU's media and communications work, maintaining a consistently high quality of output across news media, social media, newsletters, printed materials, the PPU website and other relevant channels.
- To develop positive new projects and initiatives to expand and improve the PPU's media and communications work.

- To work with the staff team and PPU Council to develop the PPU's priorities and strategic approach.
- To maintain and develop friendly and constructive relations with organisations we work with, in conjunction with other staff.
- To promote an understanding of the PPU's pacifist perspectives in all aspects of work with the wider community.
- To maintain the highest possible standards of professional integrity, treating all with respect and having care for equal opportunities and health and safety practices for the benefit of staff, PPU members, Council members, volunteers and the wider community.
- To work with the wider team to cover tasks that are shared by all staff and to foster a positive and collaborative working environment.

PRIMARY ACTIVITIES

PPU Spokesperson

- To act as primary spokesperson for the PPU in all media outlets including newspapers, radio, television and social media.
- To attend public events whilst acting as the PPU's official spokesperson.
- To enable, support and coordinate other staff and PPU members to act as spokespersons, as appropriate.

Media Engagement

The Communications Manager is responsible for ensuring that the PPU's principles, messages and strategic activities are promoted via all relevant communications media and channels. This includes, but may not be limited to, the following activities:

News Media

- To be responsible for the PPU's engagement with news media, including newspapers, radio and television.

- To monitor media outlets for issues related to our campaigns, respond to developments in an appropriate and timely fashion.
- To write and disseminate press releases and articles.
- To manage press enquiries, liaise with journalists and other media contacts, and develop our media contact lists.

Social Media

- To ensure the PPU maintains an active and effective social media presence across the relevant platforms, working with other PPU staff and members on this work as appropriate.
- To take a lead on creating engaging social media content, including written and visual content.
- To develop and expand the PPU's social media presence, using relevant and up-to-date digital tools, visual materials and video.

PPU website and online presence

- To take overall responsibility for developing the PPU's website content, creating written and visual content, and working with other staff as appropriate.
- To oversee and manage the PPU's wider online presence, engaging with relevant online platforms.

Publications

- To be responsible for the development and production of the PPU's published materials, both in print and online, such as leaflets, pamphlets and reports.
- To take a lead on writing and designing these materials, working with other staff and PPU members as appropriate.

Newsletters and Mailings

- To plan and develop our schedule of newsletters and mailings to PPU members, supporters and other contact lists.
- To take a lead on writing copy and designing visual content for newsletters and mailings, in coordination with other staff members.

Development Work and Strategy

- To develop new initiatives to expand and improve the reach and engagement of PPU communications.
- To work with the staff team and PPU Council to develop the PPU's priorities and strategic approach, regularly reviewing the effectiveness of campaigns and responding to opportunities that arise.
- To support the PPU's expansion through effective fundraising and marketing communications.
- To maintain a positive and productive relationship with allied organisations, working with them on shared campaigns and projects as appropriate.

Other Activities

- To attend meetings as appropriate, including all relevant meetings relating to the PPU's non-hierarchical structure, including those monitoring work progress, and to contribute to the implementation and review of action plans.
- To report orally and in writing about work progress to PPU Council, as appropriate.
- To work with the wider team to cover tasks that are shared by all staff, including some aspects of office administration and maintenance, occasional extra fundraising work, and support with recruitment and events.
- To engage positively with the challenges posed by a small staff team, adapting and supporting others where possible to ensure that overall priorities are met.
- To undertake training and development as required.

PERSON SPECIFICATION

	Essential/Desirable Criteria		
Education and Training	Application	Interview	Assessment
Relevant degree/professional/vocational qualification or equivalent	D		

Fluency in English and possession of effective numeracy skills	E		
Experience			
Experience of engaging with media outlets including print journalism	E	E	
Experience of preparing and writing press releases and/or articles	E	E	E
Experience of public speaking, media interviews and/or acting as a media spokesperson on broadcast media	E	E	E
Experience of active engagement on social media in a professional capacity, across a range of platforms	E	E	
Experience of using relevant and up-to-date digital tools to produce engaging online content	E	E	
Experience of producing visual materials, print design and/or video content, in a professional capacity	D	D	
Experience of producing communications for supporter engagement and/or fundraising campaigns	D	D	
Experience of involvement in the peace movement, or related areas of activism and community organising	E	E	
Special Abilities and Aptitudes			
Excellent computer literacy and IT skills	E	E	
Possession of excellent communication skills (oral and written)	E	E	E
Ability to work collaboratively and supportively as part of a team		E	

Ability to engage with national/international political developments and relevant topics, to think independently and analytically, and to make informed, reasoned political arguments	E	E	E
Ability to engage with a broad range of audiences and to communicate in ways that are accessible, culturally aware, and relevant to diverse and under-represented communities	E	E	
Ability to produce focused written materials for a range of platforms and contexts, using appropriate tone and register, including articles, newsletters and social media content	E	E	E
Ability to effectively present orally and visually in range of contexts, such as meetings, public events and media interviews, using appropriate tone and register	E	E	E
Ability to produce engaging visual content for a range of online platforms	E	E	
Ability to work both under direction and on personal initiative		E	
Aptitude for proactive identification and solution of problems and barriers to effective working		E	
Ability to prioritise and work methodically under pressure, whilst meeting targets and deadlines	E	E	E
Ability to maintain appropriately respectful working practices with colleagues, PPU members, including Council members, volunteers, in partnership working and with the wider community	E	E	
Other requirements			
Commitment to a nonhierarchical management structure and a willingness to fully participate the development of related practices	E	E	

Commitment to pacifism, its promotion and willingness to sign the peace pledge	E	E	E
Commitment to working with a diverse range of people and groups with a range of abilities	E	E	
Commitment to the highest possible levels of health and safety for staff and others	E	E	
Flexible approach to times of working, with time off in lieu if working outside 'normal' working hours		E	
Ability and willingness to undertake professional development	E	E	