



Job description

Communications Lead

Deadline for applications: Sunday 19 September 23:59 UK time

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 the WEAll global team offers:

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 Communications Lead position offers the opportunity to lead on the management and enhancement of WEAll's communications approach and the promotion of Wellbeing Economy ideas. Amplification of our vision and the work of our members around the world is critical to our theory of change.

The position is a fantastic opportunity for someone with skills and experience in strategic communications and who has the energy and ideas to help WEAll build a better system for people and the planet. The successful candidate will be part of an exciting movement, working with people from all over the world who are collaborating to transform the economy.

Start date: As soon as possible after 1 October 2021

Fee: £40,000 per annum (dependent on experience) for a full time role

Hours of work: The nature of this role is that flexibility in hours is both required by the role (for example, there will be some evening and weekend work) but also offered by WEAll. The contracted hours will be 35 hours per week, which can be worked flexibly. Please note that WEAll does not officially operate on Fridays.

Location: Our team is global and we encourage and welcome applications from anywhere in the world (working from home). In Glasgow, Scotland, we can potentially offer access to a shared working space.

What we are looking for:

We are looking for an organised, flexible, and highly motivated individual with the vision and skills to take WEAll's global communications to the next level. They will have demonstrable strategic communications skills, and a passion for economic system change. The focus for the role is to take the lead on WEAll's communications strategy and delivery to drive engagement with the Wellbeing Economy vision amongst the public and specialist audiences.

The post holder must be adaptable, creative, good at self-management, and – due to the nature of our small, flat-structured charity – willing and able to turn their hand to a range of tasks and projects as required. We are seeking someone with particular experience and skill in driving successful outcomes across digital platforms, with understanding of how different audiences respond to communications approaches.

We acknowledge that people from a number of communities are underrepresented in our team, in the wider movement of those seeking systemic economic change and the charity sector in general, and we're committed to addressing this. If you believe you would bring greater diversity to our team, we're keen to hear from you.

Key activities and deliverables:

- Contribute to WEAll's overall strategic direction, with a focus on communications goals to deliver it
- Manage a significant revamp of the WEAll website in 2021/22 to enhance the user experience, co-creating structure and content with relevant stakeholders
- Enhance and maintain WEAll's digital presence and reach, including oversight of and primary responsibility for the WEAll website and social media channels
- Develop and deliver messaging and content to enhance WEAll's impact and resonance, working with the Engagement and Content lead
- Design and deliver a media strategy to scale up WEAll's resonance in global media outlets, including building and maintaining relationships with journalists
- Work with WEAll members and partners to amplify their work and develop them as spokespeople for Wellbeing Economy ideas, working with the Network Lead
- Support and develop the [WEAll Ambassadors](#) group (high profile figures who act as spokespeople and advocates for a Wellbeing Economy)
- Provide spokesperson support for the Amp team and other spokespeople as necessary, including ongoing delivery of spokesperson training
- Build and maintain relationships with WEAll members (guided by Network Lead) and strategic external organisations/individuals to advance WEAll's vision, including media contacts
- Provide support for WEAll hubs in pursuit of their communications goals, working with the Network Lead
- Contribute to fundraising for relevant elements of the WEAll strategy, including the writing of funding bids and ad hoc funder engagement, guided by the Organisation and Projects lead
- Be an active and collaborative Amp team member including acting as a coach for a colleague
- Work with and manage relationships with creative contractors and freelancers working on communications outputs, as required

Skills and Experience:

Essential

- Excellent written and verbal communications skills, with demonstrable high quality written content
- Fluent in English
- Shares WEAll's values (Togetherness, Care, Honesty, Equality, and Passion) and has a passion for creating a Wellbeing Economy
- Experience of developing and delivering external communications strategies on behalf of an organisation, including audience analysis
- Stakeholder relationship management
- Demonstrated success in leading projects

- Experience of successfully developing and managing digital platforms on behalf of an organisation
- Strategic management of social media channels on a professional basis including Twitter, Facebook, LinkedIn, and Instagram
- Experience of media relations, PR or marketing on behalf of an organisation, or as a journalist/PR professional
- Skilled in Wordpress website development and management
- 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
- A team player who will turn their hand to multiple tasks as required and support the work of others in pursuit of the organisation's vision
- Efficient, adept at juggling multiple projects and deadlines
- Creative thinker with original ideas and ability to self-manage.

Desirable

- People management experience
- Graphic design and video editing skills
- Coding skills
- Management of online communities
- Facilitation of webinars
- Network coordination
- Professional experience in a purpose driven organisation working on communications for behavioural, policy or other positive change
- Working knowledge of Wellbeing Economy ideas and concepts
- Degree or qualification in relevant subject(s)
- Spanish language skills.

How to apply:

Please send the following by 23:59 BST on Sunday 19 September 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.
- When you could start in the role, if appointed.
- Your preferred working location.

Short listed applicants will be invited to an online interview on 28 or 30 September.

Depending upon the number of applications we receive, we may not be able to reply to all applicants that are not short-listed for an interview. We apologise in advance for this and thank you for your understanding.