



Comms and Press Officer

Job Description

Summary of the role

Just Like Us is recruiting for a Comms and Press Officer with strong copywriting experience who'd love the chance to use their skills to persuade teachers, young people and supporters to make education more inclusive and improve the lives of LGBT+ young people.

Just Like Us is the LGBT+ young people's charity and works with thousands of schools and young people across the UK through its programmes. In 2021, our [Growing Up LGBT+](#) report hit major national, regional and LGBT+ press, highlighting huge challenges that LGBT+ young people are facing today, and we recruited more schools than ever to join our programmes through press, billboards, social media ad campaigns and email marketing. In 2022 and beyond, we want to grow our Comms team so that we can continue driving our brand awareness, engagement and sign ups to our programmes.

Ideally, we are looking for a candidate with some press experience and press contacts (that could be through PR or as a freelance/part-time/full-time journalist), although this is not essential. Alternatively, you may be someone with great copywriting experience through marketing, sub-editing or another relevant field.

You need to be someone who can write succinct, sharp copy to produce effective press releases that journalists can easily pick up, as well as marketing emails and social media content that persuade our audiences to take action.

We are very keen to hear from underrepresented voices, particularly Black and PoC candidates.

You would be joining a very friendly, creative and motivated Comms team, working alongside our Social Media Officer Malik Haddington-Ahmed (he/him) and reporting into Director of Comms and Media, Amy Ashenden (she/her).

About Just Like Us

Just Like Us is the LGBT+ young people's charity.

Founded in 2016, we work with primary schools, secondary schools and colleges across the UK to improve the lives of LGBT+ young people. To do that, we run three programmes:

- **Ambassador Programme:** we train LGBT+ 18 to 25 year olds to speak in schools about allyship and growing up LGBT+, and support them through mentoring and community support
- **School Diversity Week:** we run the UK-wide celebration of LGBT+ equality in primary and secondary schools, and provide free educational resources
- **Pride Groups:** we help secondary schools set up lunchtime or after school clubs for LGBT+ and ally pupils to meet, learn and get support

The Position

Salary: £25,000

Permanent, full-time

Holiday: 25 days (excluding statutory public holidays)

Reporting to: Director of Comms and Media

What we offer all employees:

- **Pension contribution:** Just Like Us will match your pension contributions up to 6%
- **Flexible working:** Just Like Us currently offers a mixed home/office working model, enabling team members to work from home and in the office
- **Good work-life balance:** the Just Like Us team work core hours and can claim back time off in lieu for working agreed overtime
- **Professional development:** We are committed to the ongoing professional development of all team members, with an annual training budget per person and a clear pathway to help your career goals
- **Extra day of annual leave:** For each year in post, team members gain an additional day of annual leave, up to a maximum of five

Key Responsibilities

- Write strong and capturing copy for press releases, email marketing campaigns, social media content and ads that is tailored to specific audiences (such as teachers) and encourages users to take action
- Find and record case studies from school teachers and pupils, as well as our LGBT+ young adult volunteers, to grow our press and content opportunities
- Sub-edit articles written by our volunteers and teacher networks, including helping to strengthen the content, spotting comms risks and correcting spelling/grammar errors
- Proactively build new relationships with journalists across broadcast, national, regional, educational and LGBT+ press
- Respond and deliver to journalists' deadlines
- Suggest ideas for engaging website blog content to be written by you as well as a range of other audiences, and measuring analytics to test what performs well
- Work collaboratively with the Comms team on campaign planning, content creation and preparing to mitigate any comms risks
- Identify potential stories for press from our own work across staff teams, case studies and data (surveys), as well as opportunities within the current news cycle
- Experience with any of the following would be desirable but are not at all essential as training would be provided: SEO, Campaign Monitor, Salesforce, WordPress and/or Google Analytics

Experience, skills and attributes

The applicant must:

- Be passionate about and have a strong understanding of LGBT+ issues, including community intersections
- Have experience in a role writing strong and engaging copy that communicates key messaging and persuades users to take action
- Be comfortable with phoning and emailing journalists, volunteers and schools to meet urgent press deadlines, and very comfortable with building external relationships
- Be able to quickly spot spelling and grammar mistakes and sub-edit copy to make it succinct, persuasive and engaging
- Understand and be able to apply brand identity, including integrating key messaging
- Be able to identify stories within data as well as human interest stories, and suggest suitable press outlets
- Be motivated to measure and evaluate the impact of your work on an on-going basis, and work collaboratively to share this learning with the wider team

How to apply

To apply, please submit a cover letter (max two pages) detailing your experience that's relevant to the Job Description. Alternatively, you may submit a video or audio recording that is no longer than five minutes.

Unless applying via Guardian Jobs or Cision Jobs, please email your application to info@justlikeus.org with 'Comms and Press Officer application' in the subject line **by 23:30, Thursday 19 May 2022.**

If shortlisted, there will be an exercise to be completed within two hours at an agreed set time (during a one-week period). We will then anonymise these for internal review and select candidates for interview.

We expect there to be one interview but there may be a second interview if needed.