



# We're hiring a Communications Coordinator!

<b>Title</b>	Communications Coordinator
<b>Hours</b>	4 days / 28 hours per week
<b>Salary</b>	£21,480 (£27,300 pro rata)
<b>Benefits</b>	Pension contribution plus generous annual leave entitlement
<b>Contract type</b>	12 month PAYE contract with 3 month review
<b>Location</b>	Currently remote/hotdesk, flexible but weekly work in London required

# About us

Good Night Out is the campaign for safer nightlife. We build community capacity to respond to, challenge and prevent gendered harms through specialist training and education programmes, policy consultancy, advocacy and support. Our mission is to creating safer and more accountable music, culture and nightlife spaces for women, LGBTQ+ and gender non-conforming people. We have been active in nightlife across the UK, Europe, Canada and Australia and beyond since 2014. Our profile is international with requests from across print, TV, radio and online. We are called upon regularly as subject experts in the field of nightlife safety and gendered violence from the national media to the hospitality trade press. We create and share original content via our popular social media channels and during the pandemic we launched a growing donor community called 'Club GNO'.

We're a community interest company (CIC) with a small core team of five plus a pool of sessional trainers and a dedicated advisory board. You will be joining a dynamic team of coordinators who work in a non-hierarchical structure and share responsibility for the collective management and leadership of a rapidly growing grassroots organisation with an international profile.

If you're interested in a new challenge, read on to find out more.

## The Communications Coordinator will...

- Use their experience to develop and drive a social media strategy for Good Night Out, working closely with the team to create compelling content which grows community engagement and awareness of our work as well as helping potential training client (venues, pubs, bars, clubs, festivals, artists, record labels) to find our training programmes
- Respond promptly to inbound press and media enquiries, source spokespeople and/or develop written responses
- Proactively plan media outreach including writing press releases
- Oversee the development of 'Club GNO', our donor community, through online and in-person engagement, e.g. newsletters, events, workshops

## Duties will include...

- Developing and delivering a social media strategy
- Management of our of social media channels, including:
  - posting and scheduling original content
  - community engagement (liking, commenting on posts and responding to questions)
  - sharing content from associated channels
  - writing engaging and on-brand social media captions
  - Writing alt text and keeping up with accessibility best practice in this area

- Working with our in-house designer and external parties (e.g. video content creators) on engaging and relevant visual content
- Responding promptly and effectively to external media and press requests and liaising with journalists and brand partners
- Monitoring of media for coverage and opportunities, proactively coordinating public responses to relevant stories trends and content
- Writing engaging newsletter copy to inspire and grow ‘Club GNO’ our regular donor community
- Keeping our website up to date
- Some collaboration with the rest of the core team on administrative tasks, data management and strategic direction of organisation.
- Taking part in quarterly peer management processes

## **Essential criteria for this role:**

- Experience of devising compelling and engaging content for social media
- Experience of developing digital strategy and managing an organisational social media channel
- Strong competence writing compelling copy in a variety of ‘voices’ working across multiple contexts
- Experience of liaising with media contacts (e.g. print, TV, radio, online)
- Ability to give and receive constructive, thoughtful feedback

- Experience of or interest in the collective management of non-hierarchical organisations, groups and projects
- A strong alignment with our values (*please see the following page*)

## **Desired but not essential:**

- Experience of community management and development
- Knowledge of the UK music/nightlife/women's/LGBTQ+media landscape and some existing contacts
- Experience with managing tight deadlines to secure media coverage
- Experience of using a Wordpress-based CMS (content management system)
- Project managing and promoting in person and online events
- Ability to edit and create video content

## **At Good Night Out Campaign we:**

- believe that nights out should be about fun and freedom, not fear
- centre an analysis of power in all our work by acknowledging and highlighting how gender-based violence intersects with interpersonal and structural inequalities
- put the responsibility for gender-based violence solely upon the perpetrator whilst working to transform the workplaces, communities and systems and cultures that help create the context for it
- support and fight for the rights of trans, non binary and gender non-conforming people
- support and fight for the rights of all nightlife workers to safety and self-determination, including those working in the sex or adult industries
- support and fight for survivors' rights to access justice in ways that work for them, both within and beyond existing systems.

## Wellbeing

Good Night Out Campaign works with the topic of gender-based violence every day. We acknowledge the possibility of exposure to trauma content in this role and have support mechanisms to regulate and minimise the impacts of this on staff, meaning the role also includes access to external supervision from a qualified counsellor. It also offers 21 days holiday per annum (equivalent to 6.7 weeks pro rata) which is offered exclusive of bank holidays and closure of the office as standard between Christmas and New Year

## Access

Good Night Out Campaign is committed to transparency, equality and fairness but acknowledge that hiring processes can too often work against these principles. **We especially encourage applications from people with personal experience of racism, gendered violence, homophobia or transphobia.** At interview we work to accommodate access needs and if shortlisted, your prep time is paid for.

## How to Apply

1. [Please use this link](#) to answer some questions and upload your CV.
2. The deadline for applications is 23:59 Sunday 4th September 2022.
3. If you need any assistance with this application process or have any questions about the role please contact us by emailing [info@goodnightoutcampaign.org](mailto:info@goodnightoutcampaign.org)