



Job Application Pack

Press Manager

Deadline for Applications: 09:00 Tuesday 7 June 2022

Role type: Permanent after a three-month probation period. Potential for between 3 and 5 days a week (to be agreed at recruitment stage), depending on skills, experience, and the applicant's preference.

Location: Humanists UK offices, London EC1, and/or remote working several days a week.¹

Reports to the Director of Public Affairs and Policy.

Salary will be in a range up to £40,000.

Other benefits: interest free bicycle or season ticket loan; up to 8% employer pension contributions; BUPA Annual health screening; 25 days annual leave; birthday leave; Health Assured online wellbeing access.

¹ Up to 50% remote working at the discretion of the line manager. More than that requires a flexible working request.

Thank you for downloading this pack. At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. Our dedicated staff of over 30 and hundreds of volunteers work hard to achieve this aim and we now have a vacancy for our Press Manager.

Is this the right position for you?

Humanists UK punches significantly above its weight in terms of media coverage. In recent years we've achieved substantial coverage on a wide variety of topics. This extends occasionally to frontpage broadsheet coverage, to segments on *Today* and primetime BBC News, and, more regularly, to a big splash across the papers. It might appeal to you to work somewhere where you really care about the issues you're focused on. Perhaps you like working somewhere where those issues are themselves diverse – everything from key human rights campaigns to human interest, service-focused stories. Or maybe you simply like being able to generate regular coverage in national publications. If any of these are true, then we might be the right place for you.

The successful candidate will have excellent writing skills and be a confident speaker. You will have experience placing stories for the causes you work for and working at speed to react to events with timely responses. You will also have experience in developing messaging and excellent organisational skills. You'll be a good team player having to liaise with several members of staff. You are committed to the campaigning aims of Humanists UK.

We are advertising this position for 3-5 days per week, depending on skills, experience, and the applicant's preference. This means we will agree with the applicant in advance of the appointment whether they will be working 3, 4, or 5 days per week. We have chosen to take this approach because while we expect many applicants will wish to work full-time, there may be some highly experienced candidates who only want to work part-time. If such candidates can make the case that their experience is sufficient to overcome working fewer hours and still add value to our work, then we would be interested in hearing from them as well. We are also open to considering part-time or role sharing options for the right person. There will be an opportunity to discuss working patterns at the interview stage.

If this sounds like you, complete the application form, detailing how you match the person specification on pages 7 and 8. If you wish to discuss the role before applying please email the recruiting manager below.

Completed forms should be returned electronically by email with the subject 'Press Manager' to hr@humanism.org.uk by **09:00 on Tuesday 7 June 2022**.

Shortlisting and interviews

Candidates short-listed for interview will be notified by **17:00 on 10 June 2022**. Interviews for shortlisted candidates will be held on **Thursday 16 June 2022** at our offices at 39 Moreland Street, London EC1V 8BB.

If you have any questions about the post, please feel free to contact Richy Thompson by email on richy@humanists.uk – he will be very happy to talk more about the role with you.

Best wishes and good luck,

A handwritten signature in black ink that reads "Andrew Copson". The signature is written in a cursive, flowing style.

Andrew Copson, Chief Executive

More about Humanists UK

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have.

We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them.

We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 100,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 100 parliamentarians in membership of the All Party Parliamentary Humanist Group. Our trained and accredited celebrants conduct highly bespoke funerals and other non-religious ceremonies which are attended by over a million people each year.

To support our work, we engage with the media to secure positive coverage of our own initiatives and develop further our reputation as experts in our policy areas and on humanism, an ethical voice in public debate, advocates for freedom and equality, and a significant provider of community services.

Our Public Affairs and Policy work

Humanists UK devotes much of its resources to public affairs, policy, campaigning, legal, and media work, and the Press Manager will be based within the Public Affairs and Policy team. You can read about our Public Affairs and Policy strategy [on our website](#).

In addition to the Press Manager, Humanists UK's Public Affairs and Policy team currently consists of a Director of Public Affairs and Policy, Public Affairs Officer, Education Campaigns Manager, Education Policy Researcher, Campaigns Officer, Humanist Marriage Campaigner, Assisted Dying Campaigner, and Wales Coordinator. The Press Manager will report to the Director.

Our Community Services work

Humanists UK also provides direct support, guidance, and services. The post holder will need to be able to evaluate the media potential of this work and coordinate good coverage of the positive work we do here. This work breaks down into ceremonies, pastoral care, education, apostate support, dialogue, and other specific community-focused support. Again, you can read more about this work in [our strategy](#).

The Communications and Development team

The postholder will also work with our Communications and Development team. The postholder will be working closely with this team to help promote and increase awareness of humanism and to coordinate communications activity.

Role of the Press Manager

The Press Manager is responsible to the Director of Public Affairs and Policy for making sure Humanists UK builds strong relationships with media professionals and gains positive coverage for its work in online, print, and broadcast media.

Key tasks and activities

1. To monitor coverage around issues engaging the interests of Humanists UK.
2. To ensure Humanists UK responds to relevant news, at speed if necessary, including through letters to editors, press releases, opinion pieces, and contacting individual journalists or correspondents.
3. To proactively generate stories across all relevant areas of Humanists UK work, from policy areas to community services, including features and human interest stories. This includes writing and distributing press releases and website news items as required.
4. To build, maintain, and develop Humanists UK's relationships with relevant journalists and other media professionals including sectoral media relating to Humanists UK's policy areas and its community services, e.g. education and health.
5. To work with the Communications and Development team on coordinated campaigns across Humanists UK's channels.

Person specification

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

Essential criteria	Measured (Application, pre-interview task, interview task and/or Interview)
Commitment to the campaigning aims of Humanists UK	Application, interview
Excellent writer, including the ability to produce press releases, blogs, and opinion pieces	Application, interview, pre-interview task
Confident speaker in a variety of situations	Application, interview, pre-interview task
Experience of developing and deploying clear and consistent messaging	Application, interview
Significant recent experience of media work	Application, interview
Experience of coordinating activity on different communications channels in order to achieve public affairs or advocacy goals	Application, interview, pre-interview task
Excellent IT skills, including use of Gmail, Google Drive, and Google Docs & Sheets.	Application, interview, pre-interview task
Excellent organisational and administration skills, including the ability to work to often very tight 'same-day' deadlines	Interview
Ability to work effectively as part of a team and to take the initiative	Interview
Ability to work occasional weekends and evenings if required, with time off in lieu for evening/weekend work	Interview

Desirable criteria	Measured (Application, pre-interview task, interview task and/or Interview)
Experience of working on stories or with journalists who cover religion or belief, human rights, education, social affairs, health, legal, or human interest	Application, interview
Experience of developing stakeholder relations in a planned way	Application, interview
Experience using a CRM databases	Application, interview

Equal opportunities policy

Humanists UK is an organisation with an ethos based on Humanism, and therefore qualifies under equalities legislation as an organisation with 'an ethos based on religion or belief'.

We are a small organisation, with limited resources. Therefore, each role at Humanists UK will involve a significant amount of interaction, either with Humanists UK members, or with the general public, and in this capacity, the promotion of humanism will be expected and required of the job holder. Therefore, it is likely that 'a willingness to promote humanist beliefs and values and the aims of Humanists UK' will be an essential requirement of every role advertised.

This policy will be reviewed for each vacancy advertised, and may be subject to change, depending on the occupational requirements of each vacancy. It will remain in place until or unless the organisation has the resources to allocate roles which require no significant interaction with the general public or Humanists UK members.

Humanists UK's equalities policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their sex, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, religion or belief, or any other grounds that are irrelevant to their ability to meet the requirements of a post.

Recruitment and promotion

i. Vacancy advertising

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

ii. Selection and recruitment

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.
- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.