LRU Communications officer

Role purpose:

Set up by campaigns and local housing groups from across the city, we’ve achieved a lot in the past three years. We’ve supported scores of our members to win improvements to their housing situation by standing up for their rights and taking direct action. We’ve linked up with other housing groups to force the Tory government to announce an end to no-fault evictions. Our members have got each other’s backs and we’re building the power we need to win a housing system that works for people not profit.

The role of the Communications officer is to support our members to communicate about their campaigns against housing injustice and to make sure that LRU produces strategic communications that build the power and membership of the London Renters Union in support of its mission to transform the housing system. As time allows, this role holder will also use their copy writing and communication skills to provide additional support to the functioning of the union.

As the London Renters Union grows in membership and power, and as we approach a big national conversation about the housing system in relation to the cost of living crisis and the upcoming Renters Reform Bill, we’re looking for someone who can help use communications to reshape the narrative and build collective power.

If you’re a skilled communicator who is passionate about renters taking collective action against the root causes of the housing crisis, we’d love to hear from you.

Main responsibilities

- Working with members and staff to develop and implement a communications strategy for the LRU that grows the power and membership of the LRU and works to reshape the narrative about housing in the UK.

- Working with members and staff to develop and implement communication plans for specific LRU campaigns, disputes and projects (including social
media, video and press). This includes attending actions and events.

- Ensuring daily high-quality output is posted daily across social media channels.

- Supporting communications officers and other members in branches with running branch social media channels, including through coaching and training.

- Maintaining and expanding our network of press contacts and supporting LRU members to tell their story in the mainstream media.

- Overseeing the LRU’s internal membership communications including our digital and printed newsletters, member handbook and website and supporting LRU members to use internal communication tools effectively.

- Coordinating our processes for contacting new and lapsed members and responding to/forwarding on member enquiries to our hello@ inbox.

- Keeping updated about the priorities of LRU members and branches by maintaining good relationships with different LRU members and staff.

- Acting in accordance with union values (http://londonrentersunion.org/values) and democratically agreed strategies.

Additional responsibilities as time allows

The bulk of this role is focused on the main responsibilities listed above. In addition, this roleholder will also be asked to carry out communications and editorial work that supports the sustainable growth of the organisation. This will vary over time and will be made up of a selection of:

- Supporting renters to tell powerful stories by running short training sessions e.g. social media training.

- Carrying out small pieces of desk research in support of campaigns and disputes.

- Supporting the development of the LRU Communications Working group and LRU Campaigns Committee.
- Using your copywriting skills to assist with writing our annual report, member handbook, training materials and fundraising documents.

- Providing communications and logistics support with member events and democratic processes, especially elections and the all member assembly.

**Person specification**

**Essential**
- Strong copywriting skills and an ability to write in a way that inspires and motivates people to take action.

- An ability to tell compelling stories on social media.

- Experience of building trusting relationships with a wide range of people, including people who face injustice and oppression.

- Ability to maintain boundaries and help look after yourself and those you’re organising with, when doing stressful work.

**Desirable**

We do not expect the successful candidate to have all or even most of the below experiences and skills, but it would be a bonus if you have a few of the following:

- Experience in developing and implementing communications strategies within social movements or the trade union movement.

- Experience of some of the specific technologies we use such as Canva, Airtable, Wordpress or Photoshop.

- Video editing or design skills.

- An understanding of how to secure positive media coverage for a social movement.

- Experience of working with journalists and/or supporting people who are directly impacted by an injustice to speak out about it in the mainstream media.

- Fundraising experience.
Terms and conditions

The pay is £37,656 pro rata - £30,125 for 30 hours per week, usually spread over 4 days. LRU workers are expected to be available to work some evenings and weekends.

- Staff with children or carer responsibilities are entitled to a 12% subsidy on the regular staff salary for their first child or other dependent and a 6% additional subsidy for any additional children or dependents.

- Position is 2 year fixed term contract, with an intention to extend subject to funding.

- There is a 6-month review period.

- Workers receive 23 days of paid holiday each year plus bank holidays and the week between Christmas and New Year. Sick pay is provided.

- The LRU provides its workers with up to £1,200 per year towards counselling or other forms of agreed wellbeing support.

- A phone and reasonable expenses are provided.

- Membership of the LRU is not open to landlords, police, bailiffs or others who carry out evictions.

- The LRU provides a Statutory 3% pension contribution.

- The post will be based at the LRU offices in Bethnal Green with some working from home as agreed with your line manager.

- This post will be managed by the Union Coordinator.

To apply for this role

- To apply for this role, please upload your CV and a cover letter explaining how you meet the criteria in the person specification above using the application form at the bottom of this webpage: https://londonrentersunion.org/2022/work-with-us/.

- Please format your cover letter using the points within the person specification as section headings.
- Deadline for applications: 8pm on September 12.
- Interviews will take place during the week starting September 26.
- The ideal applicant will be available to start during October.
- If you have any questions about the role, feel free to email Michael on coordinator@londonrentersunion.org.