



Job Application Pack **Press Manager**

Deadline for Applications: Monday 13 August

Role type: Full-time position, permanent after a three-month probation period.

Location: Humanists UK offices, London EC1.

Reports to Director of Public Affairs and Policy.

Salary will be in a range up to £33,000.

Other benefits: interest free bicycle or season ticket loan; 6% matched pension contributions.

Thank you for downloading this pack. At Humanists UK, our dream is of a tolerant world where rational thinking and kindness prevail. Our dedicated staff of 23 and hundreds of volunteers work hard to achieve this aim and we now have a vacancy for a Press Manager.

Is this the right position for you?

You'll have excellent writing skills and be a confident speaker. With experience in messaging and the media, along with excellent organisational skills and an ability to work to often very tight deadlines. If this sounds like you, complete the application form, detailing how you match the person specification on page 6.

Completed forms should be returned electronically by email with the subject '**Press Manager**' to tony@humanism.org.uk by **17:00 on Monday 13 August**.

Shortlisting and interviews

Candidates short-listed for interview will be notified by **17:00 on Friday 17 August** and I regret that we do not have the resources to inform other applicants that they have not been shortlisted. Interviews for shortlisted candidates will be held on **Friday 24 August** 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@humanism.org.uk - they will be very happy to talk more about the role with you.

Best wishes and good luck,



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 70,000 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.

Our Public Affairs and Policy work

This post will sit within the Public Affairs and Policy team, and most of Humanists UK's press work is related to our public policy agenda. The Public Affairs and Policy team is responsible for all public affairs, policy, campaigns, legal, and media work within Humanists UK.

Humanists UK devotes much of its time to campaigning and lobbying domestically and internationally on behalf of the non-religious as well as for freedom of religion, belief, speech, thought, and expression more generally. We work for an open society and a secular state with no privilege or discrimination based on religion or belief. We also campaign for a rational approach to public ethical issues in order to contribute to a public life where decisions are made on evidence rather than doctrine.

We classify our public affairs work in four areas:

- **human rights and equality**, including the need to defend and strengthen the current legal settlement, work related to the specific rights of freedom of religion or belief, freedom of speech and expression (including issues related to harassment and incitement, free speech on campus, and advertising), children's rights and socio-economic rights, and issues to do with conscientious objection, marriage laws, chaplaincy/pastoral support, and broadcasting;
- **secularism**, including the need for constitutional reforms such as disestablishment and removing the bishops from the House of Lords, the relationship between Government and faith communities, national ceremonies such as Remembrance, and public service reform;

- **public ethical issues**, including assisted dying, abortion and other sexual and reproductive rights, human tissues, organ donation, homeopathy, animal welfare, and the genital mutilation of children;
- **schools and education**, including 'faith' schools, Religious Education, Science including evolution and creationism, PSHE and relationships and sex education, and collective worship.

Currently, the Public Affairs and Policy team consists of three staff members who divide this work up between them by policy area: the Director of Public Affairs and Policy, the Education Campaigns Manager, and the Campaigns Officer. They all work on public affairs, policy, campaigns, media, and legal issues. The intention of this new role is to take on our media work and by giving it significantly more attention to deepen our relations with journalists and expand the types and breadth of coverage we receive.

Our Community Services work

In addition to public affairs and policy, Humanists UK provides direct support, guidance, and services. The post will need to be able to evaluate the media potential of this work and coordinate good coverage of the positive work we do in the community, promoting its value to stakeholders and the wider public. This work breaks down into six areas:

- **Ceremonies**, where we provide training and accreditation for a network of humanist celebrants to conduct funerals, weddings, and namings;
- **Pastoral support**, where we provide training and accreditation for a network of pastoral carers who provide emotional support for those in institutions where they need access to like-minded support (like hospitals, hospices, and prisons);
- **Education**, which includes the provision of resources on humanism for teachers, students, parents, and other educational environments. This also includes operating a network of school speakers to visit schools;
- **Apostate support**, which is provided by our programme Faith to Faithless, which provides those who leave high-control religions with peer support, advice and guidance, as well as advising public bodies and the third sector on how to support such individuals;
- **Dialogue**, where we engage in conversations and events that promote a better understanding of humanism with religious people and organisations;
- **Support for specific communities**, which includes providing community and support for LGBT people, university students, serving and veteran members of the armed forces, and humanists in specific locations.

This work is overseen by the Director of Community Services. In terms of other staff, there is a Head of Ceremonies, Head of Pastoral Support, Head of Education, and Student and Youth Coordinator, while a project manager looks after Faith to Faithless. The other programmes and services are managed by volunteers.

The Communications and Development team

The postholder will also work with our Communications and Development team. This consists of three staff members: the Director of Communications and Development, the Communications Manager, and the Events Manager.

The Communications and Development team is responsible for functions such as fundraising, internal communications, member and supporter development, events, and public engagement. Therefore, the postholder will be working closely with the Communications and Development 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 all media.

Key Tasks and Activities

1. To monitor online, print, and broadcast media coverage around issues engaging the interests of Humanists UK.
2. To ensure Humanists UK responses to relevant stories in all media, including through letters to editors, press releases, and contacting individual journalists or correspondents.
3. To proactively generate stories in all media, across all relevant areas of Humanists UK work, from policy areas to community services, including possible 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 database of relationships with relevant print, online, and broadcast 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 speak on behalf of Humanists UK in broadcast, print and online media on occasion as required.
6. To keep relevant policies and campaigns pages on Humanists UK website updated and make sure that here and elsewhere Humanists UK messaging is clear and consistent
7. To work with the Communications and Development team to implement coordinated social media campaigns across Humanists UK's social media channels.
8. To write, commission, and edit blogs and opinion pieces for online publication.

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)
Demonstrable commitment to the aims of Humanists UK	Application, interview
Excellent writer, including the ability to produce press releases, blog, 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
Proven experience of media work for a minimum of two years.	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 Word, Excel, and databases	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 developing stakeholder relations in a planned way	Application, interview
Experience of planning and implementing coordinated social media campaigns	Application, interview

Equal opportunities policy

Humanists UK is committed to equality and, within the constraints of its small size and limited financial resources, aims to achieve best practice as an equal opportunity employer. Humanists UK also aims to achieve best practice in its work with volunteers and in relation to its activities generally. Humanists UK is an organisation with an ethos based on humanism and therefore qualifies under equality legislation as an organisation with 'an ethos based on religion or belief'. Certain posts where there is a genuine occupational requirement (GOR) may be reserved for individuals with humanist beliefs or sympathy with humanist beliefs. However, Humanists UK aims to restrict such requirements to the minimum and undertakes to review all positions where a GOR may apply in order to establish whether there is a genuine and determining requirement.

Humanists UK's equal opportunity 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 gender, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, or religion or belief (unless there is a genuine occupational requirement), or any other grounds that are irrelevant to their ability to meet the requirements of a post. Humanists UK is committed to providing a working and social environment in which the rights and dignity of each individual are respected, and which is free from discrimination, prejudice, intimidation, and all forms of harassment including bullying.

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.