



Role Title: Communications Director	Application close: 20 th August 2019
Reports to: Co-Chair(s)	Type of Role: Volunteer / Unpaid
Location: London	Direct reports: Yes

Purpose of Role

Reporting to the Board via the Co-chairs, the Communications Director is responsible for:

- Managing the reputation of Pride in London throughout the year
- Working closely with the marketing team on the theme and campaign
- Issues and crisis management
- Overseeing the Press Office and Influencer Outreach
- Developing a Social Media plan
- Developing a Political Engagement plan
- Overseeing Pride's content operation on-the-day

Pride in London is the UK's biggest Pride event, and generates thousands of articles in Pride season, reaches millions via social media and has significant influence within government. The Communications Director is responsible for seeing the overall PR and communications plan, supported by a team of approximately 30 volunteers who have varying levels of expertise and experience in the field.

The Communications Director is also a key function in integrating with the Operations of Pride, and ensuring all stakeholders who help to deliver the event from brand partners to delivery partners are carefully managed and looked after.

Role responsibilities

- developing a communications strategy that spans PR, Internal Communications, Social Media, Content and Political engagement
- integrating with the marketing team on the theme and brand campaign
- engaging with stakeholders including the Greater London Authority, Met Police and Westminster City Council on a joint message
- interacting with journalists and answering queries relating to the running and reputation of the event
- integrating with other Directorates to understand and plan communications requirements
- providing talk tracks and planning for all team and open meetings throughout the year
- being an external spokesperson for Pride in London

Person Specification

The successful applicant will have a proven track record in communications a senior level, preferably including experience of working with LGBTQ audiences and ideally with a mix of agency and in-house experience. The applicant will also have experience of managing a large team.

They will balance a strategic outlook with day-to-day operations, and will be passionate about diversity and inclusion. They will be able to demonstrate a strong understanding of the aims of Pride in London and the needs of LGBTQ audiences and the implications of these for developing effective, impactful marketing campaigns.

They will be a strong leader but also naturally inclusive in how they work and comfortable with being fully accountable. You need to be prepared to spend c.10-15 hours per week on this role, rising as we approach the period of the Pride in London festival. This includes fortnightly Board meetings in central London, which become weekly from April - July.

Those interested in this position should submit a CV, covering letter explain your motivations for applying and initial thoughts on how you would approach the role (no more than 2 sides A4).

Over 200 people volunteer year-round to help us deliver what has become a world-class Pride. We are already a pretty diverse bunch, but we are looking to add to our diversity and are especially keen to receive applications from the BAME, Trans, Bi, Non-binary and Queer communities. Gender equality is always a key consideration for us.

Applicants who are not successful in this role may be invited to interview for other positions in the team, please indicate if you are only interested in this position.

For more information about us

<http://prideinlondon.org/>