

COMMUNICATIONS LEAD Application Pack



If you require this application pack in an alternative format please email:
cashell@kwmc.org.uk

Thank you for your interest in working with WeCanMake.

In this pack you will find more information about the job role and how to apply.

Who we are and what we do:

WeCanMake is a neighbourhood test-space for developing new community-led ways to do housing that are collective, regenerative, and geared to the longview. The guiding principles of our neighbourhood test-space are:

- People and place-led innovation, with community co-design at the heart of everything we do.
- Imagine and anticipate better futures; and then make tangible glimmers and pathways towards those better futures.
- A “test and learn” approach to try things out for real.
- Work in the open, sharing what we discover, make, and learn so that other neighbourhoods and places may adapt and adopt the ideas and tools for their own context.

WeCanMake is a Community Interest Company and community land trust, and is part of Knowle West Media Centre, an arts and tech collective that has been embedded in Knowle West, a council-built estate in Bristol, for over twenty years.

WeCanMake has completed two low-carbon, locally made, Living Rent homes for people in housing need, and has a growing development pipeline of sites at different sizes and scales. We also has an active applied R&D programme focused on:

- Decarbonisation of the built environment through retrofit and building with nature.
- Distributed models of production, including using digital design & fabrication tools, to build community wealth.
- Creating homes and neighbourhoods as shared social infrastructure.
- Developing new models for longview stewardship, including land, legals, and finance.



Job Description

We are looking for someone experienced in communications and who will be able to tell the story of WeCanMake in powerful and engaging ways to a diverse range of audiences and stakeholders.

The Communications Lead will be responsible for leading external communications through print, digital media, and broadcast, and internally developing a team ethos of “working in the open”, helping to capture and share WeCanMake’s process of people and place-led innovation so it can be shared with others.

The Communications Lead will have a passion for clear communications, working in community contexts, and believe in the power of co-creation to achieve better futures for all.

We particularly welcome and encourage applications from those currently underrepresented in our workforce; particularly any applicant who identifies as working-class, a person of colour, transgender, non-binary or genderqueer, deaf, visually impaired, disabled or neurodivergent.

Job Details

Job Title:	Communications Lead
Hours:	30 hours – 4 days a week
Salary:	£28,552 - £32,599 (pro rata for 4 days per week is £23,150 - £26,4311)
Contract:	18-month contract, with options to extend
Benefits inc:	Flexible working Access to Simply Health Wellbeing plans Coaching training 25 days holidays + bank holidays (pro-rata) Birthdays off Additional 3 days off Christmas / New Year 1 Volunteer Day a year Cycle to Work scheme
Location:	Knowle West Media Centre, Knowle West, Bristol
Access:	There is wheelchair access at both sites

Job purpose

The Communications Lead will lead the communications strategy for WeCanMake, at the heart of which is building the ethos and practical tools for “working in the open”. By this we mean sharing what we discover, make, and learn as we go. WeCanMake is proud to be part of a wider and growing movement of place-led innovators and change makers. Working in the open is a reciprocal process that helps grow that movement and create greater impact.

The Communications Lead will:

- Hold and evolve the 'mission story' for WeCanMake - both within project delivery and how we share with and engage partners, stakeholders, and wider audiences.
- Manage the WeCanMake website and socials, including overseeing and commissioning content creation.
- Manage the “adapt and adopt” programme for sharing the learning from what we discover and make with others.
- Contribute to the co-design process for developing homes and the applied R&D programme, ensuring clear communications and documentation of the process for learning and impact.
- Collaborate with the wider KWMC team on shared communications stories, ideas and content.
- Collaborate with community, industry, and academic partners.

Key responsibilities

- Development and management of the communications strategy for WeCanMake.
- Manage the WeCanMake website and socials- keeping them live with engaging content and tone for different audiences.
- Create and commission communications content that documents the WeCanMake live programme so it can be shared with other communities, audiences, and stakeholders. This includes working with text, photography, film, and other media.
- Help create the team ethos and practical tools to enable WeCanMake to “work in the open”, both within the team and wider audiences.
- Support the design and delivery of the “adapt and adopt” programme to share the WeCanMake model with other communities and stakeholders.
- Support the peer network of other neighbourhoods and partners to share the WeCanMake model with.

- Support the applied R&D programme to shape outputs, gather evidence, and communicate both the process and the findings in an engaging way.
- Support the live co-design and build programme of sites and homes in terms of creative documentation, gathering evidence of impact, and engaging audiences and stakeholders in the process.
- Ensure that we are using relevant metrics to demonstrate the impact of our work.
- Support relevant monitoring, evaluation and reports as required by funders and stakeholders or internally.
- Adhere to our employment policies and procedures with reference to Health and Safety, Data Protection, Safeguarding and Equality, Diversity and Inclusion.
- Undertake training as identified to ensure the ongoing effective delivery of the post.

Key result areas

- WeCanMake has a communications strategy in place, with audiences and stakeholders identified, with targeted means, methods, and messages with which to engage effectively.
- WeCanMake has a consistent and engaging mission story and tone of voice across all communications platforms.
- WeCanMake is successfully positioned and recognised as a leading place-based innovator, with our approach to unlocking micro-sites recognised at national level as an additional way to meet housing need.
- WeCanMake has an effective methodology for “working in the open”, that integrates the team and the different programmes of work, and engages with peers, partners, and wider stakeholders and audiences.
- WeCanMake has a set of peer partners who are engaged in how the WeCanMake model could be adapted and adopted by other neighbourhoods.
- Other stakeholders, decision-makers are aware and understand the WeCanMake model and are motivated to get in touch, reference, invest, make policy changes to support the mission.
- To make positive connections between areas of communications between WeCanMake, KWMC, and Knowle West Alliance.

Person Specification

Essential knowledge, skills and experience:

Experience

- Working in communications, including for example journalism, marketing, strategic coms.
- Working in a related sector- including housing, community co-design, architecture, design, social and climate justice.
- Working with digital media and design tools, including graphics, tools like miro, and social media.
- Working with diverse people and communities.
- Understanding of different co-design research methodologies and creative approaches to engaging with citizens.
- Experience of working with different kinds of partners on collaborative projects, including academic institutions, industry, and community partners.

Skills and Abilities

- Excellent communication skills, including written and graphic communication.
- Able to find, collate, analyse, and communicate diverse information from diverse sources.
- Able to understand, translate and communicate complex ideas and technical information.
- Good at time and project management, planning and organising multiple tasks.
- Able to work with diverse people, including people from the community, industry, public and academic sectors.

Knowledge

- Knowledge and experience in one or more of WeCanMake's priority research areas:
 - Decarbonisation of the built environment through retrofit and building with nature.
 - Distributed models of production to build community wealth, including using digital design & fabrication tools and low carbon materials and supply-chains
 - Creating homes and neighbourhoods as shared social infrastructure.
 - Developing new models for longview stewardship, including land, legals, and finance.
- Knowledge and understanding of the process and value of co-design methodologies.
- Knowledge of wider trends relevant to WeCanMake's mission.

Personal attributes and other requirements

- Committed to personal learning and development.
- A creative problem solver with a can-do attitude.

- A high level of enthusiasm and a belief in the transformative role of co design and social innovation.
- Committed to equal opportunities.
- A passion for sharing knowledge.
- Likes cycling and is happy to travel by bike and public transport where possible.

Review: This job description is subject to review and amendment in response to the changing needs of the project and will be reviewed through the ongoing appraisal process.

December 2022

Application & Recruitment Process

How to apply:

Please complete the form link below, which includes uploading your CV and cover letter.

In your Cover letter (2 sides max) Please include the below:

- About your background and relevant past experience
- Why you are interested in the role
- How you meet the person specification
- Any links you have to show examples of your work

Form link: <https://airtable.com/shr6vPYFhvhYfQeZu>

Timeline

Application deadline: 12 noon 16th January 2023

Interviews: w/c 23rd January **2023**

Start date: Ideally, Mid-February 2023

Offer of employment: All offers of employment are made subject to contract, receipt of at least two suitable references and documentation confirming your eligibility to work in the UK.

Contact

If you have any questions email: melissa.mean@kwmc.org.uk or call 0117 903 0444.

