

# Job Pack

All you need to know about working at  
Action for Race Equality.



# Introduction

We are delighted you are considering applying for a role at Action for Race Equality (ARE).

We are a small, dedicated team who work with volunteers, consultants and partners to deliver a wide range of programmes which align to our mission. We are looking for an enthusiastic person to join our team; someone committed to tackling race inequalities and who wants to work with diverse people to make a difference.

This information pack contains important information about ARE and the specific role you will be applying for. **Please read it carefully.**





# About Action for Race Equality

ARE is a national race equality charity and we have been influencing policy and running programmes since 1991.

**Our mission:** To end race inequality.

**How we work:** ARE champions equity, inclusion and challenges racism. We work collaboratively to support, empower and inspire young people and strengthen civil society organisations that support them. We use our national voice to influence race equity in education, employment, enterprise and the criminal justice system.

**Our values:**

## Responsive

We listen, we observe, we learn and if we need to change what we do and how we do it, we will.

## Inclusive

We engage across communities, sectors and generations, listening and responding, respecting diverse views, issues and needs.

## Collaborative

We work with partners and stakeholders to strengthen our intersectional approach.

## Leading by practice

We are anti-racist and lead by example. We believe in and deliver projects and activities based on an anti-racist and anti-discrimination agenda.



**“Every role at ARE is critical to our mission to end race inequality, including this role. ARE is an inclusive employer and keen to attract diverse talent”.**

Jeremy Crook OBE, ARE Chief Executive

Championing race equality since 1991

# Role Description

## Press Relations and Communications

### Apprentice (Level 4)

Salary range:	£23,500 - £25000 (London Living Wage, £13.15 per hour)
Pension:	Employer pension contribution 8%
Annual leave:	28 days a year, plus England bank holidays
Hours:	32 hours per week
Location:	Hybrid: 3 days in Kings Cross office; 1 day working from home; 1 day at training provider
Duration:	18 months fixed term
Reports to:	Senior Communications Officer

## About ARE

ARE is a national race equality charity and our mission is to end race inequality. We champion equity, inclusion and challenge racism. We work collaboratively to support, empower and inspire young people and strengthen civil society organisations that support them. We use our national voice to influence race equity in education, employment, enterprise and the criminal justice system.

We are a dedicated team who work with volunteers, consultants and partners to deliver a range of programmes which align with our mission. We are looking for an enthusiastic person to join our team; you will be committed to tackling race inequalities and who wants to work with like-minded people to make a difference.

### About the Role

The Press Relations (PR) & Communications Apprentice at ARE provides essential support to the Communications team, working closely with the Senior Communications Officer, and Programme Teams. This position plays a key role in coordinating ARE's core Communications and Marketing functions, involving press relations, digital outreach, event management, and marketing activities.

The postholder will learn on the job, assisting in the execution of communication activities that meet ARE's wider strategic goals and ensure the seamless day to day operation of various projects and campaigns.

Typically, the role will be mainly desk-based, although travel to meetings, events and training may form part of the role.

# Job Description

## Key tasks and responsibilities:

These responsibilities will be developed through practical application at ARE, and with training provided by a recognised apprenticeship provider.

### Digital Marketing

- Develop and manage website content, including copywriting and multimedia updates.
- Create multimedia communication materials such as newsletters, podcasts, and videos.
- Monitor social media channels and engage with comments, inquiries, and messages.
- Contribute to the development of engaging content for various platforms, including social media and blogs.
- Review content produced by colleagues and provide constructive feedback.
- Identify relevant platforms and events for ARE's participation and expertise sharing.
- Monitor and respond to emails in the designated inbox.
- Log website issues and escalate to the Senior Communications Manager as needed.
- Analyse data and trends from various digital platforms to inform communication strategies.
- Cultivate strong relationships with stakeholders and explore cost-effective communication methods suitable for a charity.
- Attend monthly project meetings and weekly one-to-one sessions with the line manager.

### Press Relations

- Manage and redirect inquiries from external stakeholders, including journalists, politicians, schools, and community groups.
- Draft press releases and statements as required by team members.
- Monitor media coverage in the charity and race equality sector and provide updates to the team.
- Collaborate with the Senior Communications Officer to develop comprehensive press strategies.
- Foster relationships with media outlets across different platforms.
- Look for opportunities for media coverage and ways to leverage social media to promote our activities.
- Maintain a library system for press cuttings and media coverage, and provide regular reports to the senior team.

# Job Description

## **Branding and Reputation Management**

- Ensure consistent branding across all communications channels.
- Support efforts to maintain and enhance ARE's reputation.
- Serve as a brand ambassador within the organisation.
- Coordinate website content updates, including writing, editing, and publishing content.
- Source, create, edit, and distribute materials for both internal and external audiences, ensuring consistency, accuracy and reliability of information provided

## **Confidentiality**

All employees must respect at all times the confidentiality of the organisation both internally and externally.

# Person specification

The successful candidate will be a keen learner, and eager to start their career in PR, marketing and communications.

No prior experience is necessary but some familiarity with social media, digital tools and communication skills are important. The candidate should be committed to completing their apprenticeship in the field, and passionate about the work that ARE does. Training will be provided on the job, with various opportunities to learn from ARE staff and our networks.

## **Qualifications and Skills**

- Strong written and verbal communication skills.
- Attention to detail and ability to multitask effectively.
- Proficiency in Microsoft Office Suite (Outlook, Word, One Drive, Excel)
- Basic understanding of branding principles and an eye for design.
- Ability to work collaboratively in a team environment.
- Enthusiasm for learning and a proactive attitude towards professional development.
- A keen interest in race equality and social justice issues.

## **Education and Experience**

- Minimum three A-levels or equivalent qualifications
- Previous experience with communications, marketing, or related fields is desirable but not mandatory.
- Willingness to complete a recognised apprenticeship programme related to communications or marketing.

# Being part of the Team

## At ARE we want people to grow and succeed

Alongside our values, we expect everyone to display the behaviours needed to contribute to our vision and purpose. In return we seek to offer an inclusive, rewarding, and collaborative environment and several benefits.

## Stay and grow

- 28 days annual leave, plus 8 bank holidays per year (pro rata)
- Mid and annual performance review with development plans
- 8% Employer pension contribution scheme
- Annual individual Continuing Professional Development budget
- Monthly all-staff training and learning sessions
- Manage your attendance, expenses and development via easy to use online Bright HR system and app

## Keeping healthy

- Employees assistance programme
- Mental health and wellbeing support including a trained mental health first aider within the Team
- Glasses eye test cost reimbursed
- Working from home equipment budget to work safely
- Office closure between Christmas and New Year
- Discounts for services and products via Bright HR system

## Great environment

- Hybrid working 50% of working week
- Team building sessions throughout the year
- Opportunity to engage with Board of Trustees





# How to apply

To apply for this post, download the [application form](#).

Please ensure you also complete our [Recruitment Diversity Monitoring Form](#).

## Recruitment timetable

### Deadline for applications

Friday 9th August at 5pm

### Interviews to be held on

Week commencing 19th August

### Decision made by

Friday 30th August

*We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.*

For any questions or to arrange an informal chat about this role, email Payal Bhavsar, Senior Communications Officer at [Payal@actionforraceequality.org.uk](mailto:Payal@actionforraceequality.org.uk).

## Equal opportunities matter

Action for Race Equality is committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in policy making and research and we're committed to doing what we can to improve this. We are particularly keen to receive applications from Black, Asian and minority ethnic people; people with disabilities and people who identify as being LGBTQ+. We guarantee to interview all disabled applicants who meet the Person Specification criteria for the vacancy. We make use of positive action to select between candidates of equal merit as a way to address under-representation in our workforce.

We are also aware that many highly capable prospective candidates nonetheless rule themselves out of work in policy development because they underestimate their own ability to do the role. With this in mind, we strongly encourage applications from anyone who is prepared to learn and grow on the job and would like to stress that past experience of working in think tanks is not required.

*"We are a dynamic organisation committed to ending racism"*  
Seema Manchanda, Chair of Trustees



If you would like to discuss your application, or have any queries about our work, please contact [hello@actionforraceequality.org.uk](mailto:hello@actionforraceequality.org.uk).

We look forward to hearing from you.

**ACTION FOR RACE  
EQUALITY**

[www.actionforraceequality.org.uk](http://www.actionforraceequality.org.uk)