

Job Pack

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



Find us: www.actionforraceequality.org.uk



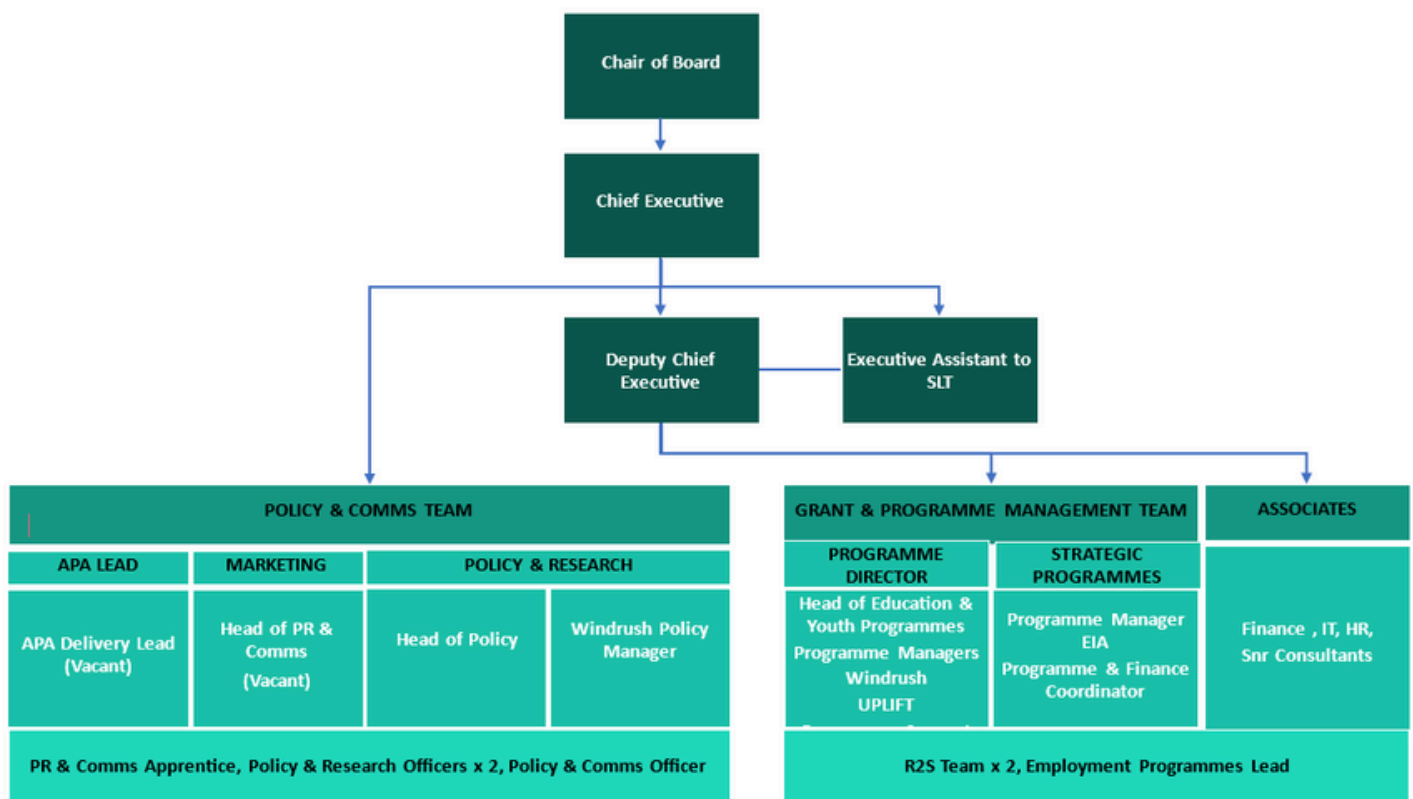
Introduction

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.**

ARE ORGANISATION STRUCTURE



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

Head of PR and Communications

Salary:	£45k per annum
Pension:	Employer pension contribution 8%
Annual leave:	28 days a year, plus England bank holidays
Hours:	35 hours per week
Location:	Hybrid: 3 days in Kings Cross office and 2 days working from home.
Duration:	2-year fixed term contract
Reports to:	Chief Executive

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 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 tackling race inequalities and who wants to work with likeminded people to make a difference.

About this role

We are looking for someone who can work at an operational level as well as implement ARE's Communications Strategy. Liaise with colleagues and provide a high-quality service that delivers consistent and effective communications. Also lead on providing marketing, promotion, production and administration, internal and external activities and responses to support ARE's PR and communication needs. The post holder will work closely with ARE's Senior Leadership Team (SLT), Programme Director and Head of Policy to ensure that ARE's work across all areas are well represented with high quality communications. In return, the selected candidate will gain valuable experience in this hands on role and have a key role in helping shape and implement ARE's communications strategy – which feeds into our Theory of Change and Strategic Plan.

Job Description

Key tasks and responsibilities:

- **Strategic Planning:** Implement ARE's PR and Communications Strategy which aligns with our mission and goals.
- **Media Relations:** Build and maintain relationships with media outlets, journalists, and others to secure coverage and promote our work.
- **Content Creation:** Oversee the creation of engaging content for various platforms, including news releases, newsletters, social media channels, and ARE's website.
- **Campaign Management:** Plan and execute impactful PR campaigns to raise awareness and support for our programmes and initiatives.
- **Crisis Management:** Develop and implement crisis communication plans to manage and mitigate any potential PR issues.
- **Mentorship:** Provide guidance and support to the PR and Communications Apprentice, fostering their professional growth.
- **Stakeholder Engagement:** Engage with key stakeholders, including funders, partners, and the community, to enhance our visibility and reputation.
- Identify target audiences and create strategies to effectively engage them.
- **Event Coordination:** Organise and promote events, ensuring effective communication and media coverage.
- **Monitoring and Reporting:** Track and analyse the effectiveness of PR and communications activities, providing regular reports to the leadership team and Board.
- **Finance:** Manage the ARE Communications budget effectively to maximise the allocated spend.

Person specification

Experience:

- Extensive experience of working in PR & comms.
- Building and strengthening the brand of an organisation.
- Media relations and securing news coverage.
- Working with multiple teams across an organisation.
- Line management, managing contractors and multiple external stakeholders.
- Ensuring compliance with GDPR law and advising colleagues on GDPR compliance.

Qualifications:

- A degree or equivalent in Communications, Public Relations, Journalism, or a related field.

Skills:

- Excellent written and verbal communication skills, with the ability to create compelling content.
- Attention to detail.
- Ability to develop and implement effective PR and Communications Strategies.
- Proficiency in using digital tools including WordPress, Brevo or Mailchimp, Canva for content creation and other tools/software required to produce and manage high quality communications.
- Experience of using social media platforms to maximise reach and engagement with key stakeholders.
- Good working knowledge of Microsoft 365 and programme management tools including Trello, Microsoft Tasks etc to plan and forecast activity and keep accurate records.
- A high degree of flexibility, with the ability to work both strategically and operationally as the organisation requires.
- Strong leadership and mentoring skills, with experience managing staff including Apprentices.

Knowledge:

- Design and website accessibility knowledge.
- Knowledge of systemic issues facing children and young people aged 10-30 from Black, Asian and Mixed heritage backgrounds.
- The role played by civil society Black and Asian led service providers in strengthening communities and supporting young people.

Personal qualities:

- Ability to work in a fast-paced, dynamic environment and handle multiple tasks simultaneously.
- Ability to work on own initiative and as part of a team.
- Proactive approach and skill in creative problem solving.
- Flexible and adaptable with a “can-do” attitude.
- A strong commitment to race equality and social justice

Confidentiality

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

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.

Professional Development

- Help to identify and support your own continual professional development and cooperate with performance appraisals
- Contribute to the success of ARE by participating in performance management arrangements, fundraising and research proposals and by applying the principles and practices associated with equality in employment, equality in service delivery and health & safety in the workplace

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

Please email your completed application forms to zarin@actionforraceequality.org.uk

Recruitment timetable

Deadline for applications

20th May 2025, 5pm

Interviews to be held on:

**Week commencing 26th May
2025**

Decision made by:

Week ending 6th June 2025

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:
Chief Executive jeremy@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.

We look forward to hearing from you.

**ACTION FOR RACE
EQUALITY**

www.actionforraceequality.org.uk