

## Communications Lead

**Remote working with flexible hours - with a preference for someone +/- 5hrs from the UK to enable collaborative working | 3 days per week | £170-185/day | Initial 3-month contract (kicking off ASAP, but can be flexible on start until latest mid-August).**

### WHAT WE ARE LOOKING FOR

We are looking for a Communications Lead who is entrepreneurial, independent and can take the initiative to help us communicate the work of the NGFP Practice in a dynamic and effective way. We need you to be a thinker and a doer, in that you are creatively minded and have your own ideas but aren't afraid to get stuck in, experiment and ensure the work is done. You can see our tone of voice via the [NGFP website](#) and our [social media](#); we are looking for someone who can bring a youthful, fresh style that celebrates work across our network.

***A day in the life of our new Communications Lead*** might involve creating and publishing engaging social media content to boost our presence in the Global South, followed by interviewing fellows from our climate & energy hub for a blog piece and liaising with our developer to ensure tweaks to the new NGFP website are complete before lunch. The afternoon might be spent in a meeting with the team, co-creating Community Platform engagement ideas or working with the NGFP Practice Manager to ensure that our comms calendar reflects all the fantastic work the team and our network are doing that month.

### ABOUT THE SCHOOL OF INTERNATIONAL FUTURES (SOIF)

School of International Futures (SOIF) is a global non-profit collective of practitioners in strategy and policy for current and future generations.

Our vision is a better, fairer, and more sustainable world for current and future generations. We achieve this by empowering people to use participatory futures and foresight to drive societal transformation through their organisations, communities, and countries.

We are a values-led organisation. We have always worked with people who are using foresight to create positive change and hope. And our approach ensures that the end of any foresight journey is rooted in impact. We improve outcomes at three different levels:

- Citizens are involved in shaping their desired futures: citizens — especially next generation voices — have the power to make and shape their desired futures by participating in decision-making.
- Organisations and sectors are prepared for the future: Organisations, social movements and sectors are able to engage with upcoming signals of change and navigate an uncertain

future

- Leaders make intergenerationally fair decisions: Leaders are supported and enabled to take the interests of future generations into account in their decisions.

We are passionate about creating a fairer world and committed to building a diverse and inclusive organisation. We have an international workforce and clients and are keen to hear from applicants across different countries and sectors. We offer flexible contracts and enable our people to balance interests and caring commitments outside SOIF. We are open to flexible working and job shares. Our team is based across different time zones and there is a lot of flexibility about when you work and in which time zone.

## **ABOUT NGFP**

Next Generation Foresight Practitioners (NGFP), a SOIF initiative, is a network that exists to accelerate the transformation of the next generation of changemakers using foresight as a key tool to envision inclusive and equitable futures globally. With over 500 members from more than 80 countries across six continents, the NGFP network is one of the world's largest global networks of future-alert activists and practitioners.

NGFP members are both on the cutting edge of innovative practice developing new frameworks and tools, and also working to apply foresight across a wide range of sectors from the future of education, new youth engagement methods, governance reform for African youth, sustainable food systems in India, and the future of energy. Recent initiatives have included Digital Futures – exploring African-based views (Kenya, Nigeria and pan-African groups) on new policy responses and innovative ideas, and actors, and build activism and advocacy to engage relevant governments around responsible tech.

## **RESPONSIBILITIES**

### **Strategy & Leadership:**

- Create a comms calendar for the NGFP Practice
- Review and implement a strategy for the Fellowship announcement, working with partners and fellows
- Create a strategy for blog & newsletter: content ideas, overall narrative, interviews
- Social Media planning: ideas, publishing, analysis (focusing on LinkedIn)
- Ensure brand, tone, and style consistency across externally facing products

### **Writing:**

- Newsletter & Blog: we aim to put out two blogs and one newsletter per month
- Stories of impact: telling the NGFP story via our network, our fellows and their projects
- Content for social media: we would like to see engaging weekly posts on LinkedIn, as well

as proactive engagement with our members to serve as a platform to amplify their work.

- Developing a simple communications pack for the 2023 Fellows announcement

#### Online Platforms:

- Overall ownership of the website (WordPress) in collaboration with developer and ad-hoc fellow support from those with UX / design expertise
- Frequent use of WordPress, Adobe Suite (mainly Photoshop and InDesign), and website analytics tools (Plausible)
- Support team with online Zoom events by snappily summarising the essence of workshops and sharing online with the wider community in an engaging way

#### Support:

- Support team with tone and design of materials used in external spaces
- Support with NGFP Fellowship journey from initial campaign, fellows announcement, onboarding process and regular touch-points
- Work with the wider SOIF comms team to ensure alignment and take part in monthly meetings

**But what are futures and foresight?** You don't need to be a futures or foresight expert, but we do expect you to be actively curious about the sector and have a demonstrative commitment to a fairer and more equitable future.

## EXPERIENCE AND SKILLS

Please read through the following statements and if most of them sound like you, then we would love to encourage you to apply!

- **Strategy:** Do you like the idea of creating a comms strategy, even if you don't have a huge amount of experience at a more strategic level? We are looking for someone eager to be involved in the direction-setting and planning, who has an idea of what could be created and is willing to do the work to get us there.
- **Writing:** this is the most important piece for us. We need a team member to join us who is curious and entrepreneurial and will get energy from seeking out stories from our insights and work. Ideally, we'd love someone with experience in copywriting and content production for websites, email marketing, social media, and knowledge products (e.g. white papers, reports).
- **Storytelling:** Do you have experience interviewing and producing stories of impact in any form? An important part of our NGFP values is that we are non-extractive, so experience in participatory and ethical processes of storytelling is a bonus. We see you as an interpreter and facilitator, not an information miner.
- **Platforms:** We need you to have a good understanding of managing and using social media platforms especially LinkedIn, Facebook, Twitter, Instagram and ideally the Adobe suite, specifically Photoshop and InDesign.

- **Solutions-Focused:** Are you an excellent creative problem solver, who is able to use personal judgement appropriate to different briefs and project requirements? Do you try to think of solutions rather than conjuring up barriers or problems? We know it's not always easy, but we want someone who has an optimistic attitude.

## **EQUAL EMPLOYMENT OPPORTUNITY STATEMENT**

SOIF is proud to be an equal-opportunity workplace. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

## **APPLICATION PROCESS**

To apply, please upload a CV and answer four (4) questions related to the key experience and skills above on our website: <https://soif.org.uk/jobs/>

***Closing date 10pm (GMT) Sunday 2nd July. Interviews will take place on Thursday 13 July.***