



PUBLIC PRACTICE

PROGRAMME
COORDINATOR

JOB ADVERT

SALARY

£30,000-£40,000 per annum
(based on experience)

ANNUAL LEAVE

30 days plus bank holidays

REPORTING TO

Chief Executive Officer

START DATE

11 December 2017

(or as soon as
possible thereafter)

CONTRACT

12 month fixed-term contract
(with possibility of extension)

LOCATION

Urban Innovation Centre,
1 Sekforde St,
London EC1R 0BE

HOURS

Full-time 37 hours per week
(with potential
for flexible working)

ROLE

Public Practice is placing a new generation of planners within local government to shape places for the public good. We are a new social enterprise, founded with the support of the Greater London Authority, Local Government Association, Future Cities Catapult, Berkeley Group, British Land and Peabody, and based in the Urban Innovation Centre in Clerkenwell. Public Practice's mission is to shape better places by building public planning capacity and changing perceptions of the profession. We do this by brokering placements for outstanding planners, architects and urbanists within local authorities. These Associates work in strategic place-based roles to deliver change on the ground, alongside participating in an industry-leading programme of research and development.

We are recruiting a Programme Coordinator to lead on communications and engagement within Public Practice, between us and our partners, and with the wider public. As one of a founding team of three you will play a central role in shaping the growth and strategic direction of the organisation from the very start. We are looking for someone who is proactive, enthusiastic about our work,

and an excellent communicator in person and across a wide range of media. You will need to be resourceful, versatile, and open to growing and expanding your role. This is an opportunity to learn fast and take on new responsibilities as part of an ambitious and high profile social enterprise. The role, and Public Practice, will be what you make it.

RESPONSIBILITIES

- **COMMUNICATIONS STRATEGY:** Lead on developing and delivering Public Practice's communications strategy with support from the CEO, introducing creative ways of engaging with our audiences.
- **CHANNELS:** Develop and manage our communications channels including the Public Practice website, social media platforms, and newsletter.
- **CONTENT:** Work with the Associates to produce high quality content for each of our communications channels, telling compelling stories about our work and its impact through copywriting, social media, graphics, video and other methods.
- **MEDIA:** Draft and distribute press releases, respond to media requests, and build relationships with journalists and other members of the trade and national media.
- **EVENTS:** Work with the Associates to plan, organise, promote and deliver a programme of internal and external events.
- **CURRICULUM:** Develop and deliver the curriculum and research programme, including training, mentoring, workshops and publications.
- **COMMUNITY MANAGEMENT:** Manage our community of Associates, and alumni network of former Associates, helping them to bond as a group and get the most out of each other's skills, knowledge and approaches.
- **LEAD GENERATION:** Proactively engage with potential new Associates and Authorities, encouraging them to apply to Public Practice.
- **ADVOCACY:** Act as a powerful advocate for Public Practice, representing the organisation publicly and communicating our vision and values.

- **ADMINISTRATION:** Help with ad hoc administration to support delivery of the programme and Public Practice as an organisation.
- **IMPACT:** Monitor, analyse and report on our communications activities to help improve the way we engage our audiences.
- **USER EXPERIENCE:** Act as the guardian of user experience, constantly seeking to improve the service Public Practice offers to Authorities, Associates and Supporters.
- **STAKEHOLDER ENGAGEMENT:** Be the first point of contact for Associates, Authorities and Supporters, managing our contacts database, and looking to reach and engage wider audiences.

SKILLS & QUALITIES

- Committed to working for the public good, and belief in the purpose of Public Practice.
- Motivated to work hard for a cause you believe in, and willing to take a hands-on approach to delivery from the mundane to the technically complex.
- An articulate and persuasive communicator with excellent written and verbal communication skills.
- A strong editor, with the ability to get across big ideas, and a rigorous attention to detail.
- Able to create engaging and compelling content and stories that communicate our purpose.
- Highly skilled at building and managing positive relationships with a diverse range of people and organisations.
- Proactive, outgoing, and good at bringing people together around a common cause.
- Good at consulting with, listening to and understanding the needs of our users – and translating that into ways of improving what we do.
- Able to work independently and as part of a close core team.
- A quick learner, comfortable with taking on new processes, responsibilities and areas of knowledge.

KNOWLEDGE & EXPERIENCE

- Experience of developing and delivering communications strategies.
- Experience of generating industry-focused and national coverage across a range of different media.
- Understanding of using social media creatively and effectively to build an audience and communicate important messages.
- Understanding of latest developments in digital communication and social media.
- Experience of planning, promoting and delivering events.
- Experience of organising or delivering training, professional development, research or mentoring programmes.
- Experience of coordinating, producing and publishing publications.
- Understanding of approaches and tools to measure the impact of communications activities and improve the way we engage our audiences.
- Understanding of the built environment sector, including the fields of planning and architecture.
- A good existing network across one or more fields including the built environment, local government, social enterprise, and industry and national press.

APPLY

To apply please send your CV and a covering letter of no more than 500 words setting out who you are, why you want this job, and what you can bring to Public Practice to info@publicpractice.org.uk with the subject line 'Programme Coordinator'. The deadline for applications is midnight on Sunday 26 November 2017.

Public Practice is committed to making the built environment sector more diverse. We welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith or disability. We aim to be an inclusive employer, and are happy to consider flexible working arrangements.

FURTHER INFORMATION

Download the [Public Practice prospectuses](#), our [Business Plan](#), and our [Charitable Objects and Articles of Association](#).