



Communications Lead - Job description

Voices that Shake! is looking for a Comms Lead to support the dissemination of our publications and the development of new activities.

- Freelance contract
- Working remotely with occasional events in London
- 2 days a month (16 hours per month)
- Fixed day rate of £175
- Start date: as soon as possible in November 2022, preferably first week of November
- Duration: until March 31st 2023, with possibility of extension until 31st March 2024

We are aware freelance contracts come with a certain lack of advantages. To compensate for this, we offer with our freelance contracts a fixed number of paid sick days, 10% of your total number of contracted days.

Shake!'s budget also includes a wellbeing fund. Anyone who works for Shake! can make a request for resources from the wellbeing fund, with a focus within the team on the needs for wellbeing and self-care of people with experience of systemic marginalisation.

Currently our team is geographically split between London, Yorkshire and abroad. We work mostly online except for major events where we come together in London. It is possible to have access to an office space in Bethnal Green, London if needed, depending on space/availability.

What is Voices that Shake?

Voices that Shake! brings together young people, artists & campaigners to develop creative responses to social injustice. The core of Shake!'s methodology in educating around anti-racism is recognising the power of creativity as a tool: a tool to intervene in and disrupt established narratives; a tool for self and collective empowerment; and an effective bridge that can connect between generations and across continents.

Over the 12 years since Shake! was founded, we have held free-to-attend courses on various themes that have been present, urgent and responsive to young people's lives and our socio-political landscape. These have ranged from topics such as State violence, gentrification, mental health, media literacy, climate justice, food justice and reparations with a racial analysis fore fronted throughout. Led and sustained by a group of intergenerational facilitators from Black & global majority communities from different creative backgrounds, Shake! has also offered ongoing pastoral support and mentorship to Shake!rs (young people who attend and become part of the Voices that Shake! family).

Shake! is currently a project hosted by arts and environmental justice organisation [Platform](#). Shake! is currently funded by the Esmée Fairbairn foundation until March 2025 to disseminate as widely as possible the three publications which came out in 2021 (our Anthology, research report and guidebook) and to develop new partnerships at a local, national and international level.



The Comms Lead will:

- Be responsible for the daily operation of social media channels including content, analytics and ongoing development
- Be responsible for the daily operation of Shake! [website](#) including content and analytics
- Participate in the ongoing design of a dynamic and adaptive Comms strategy
- Develop a schedule of engaging and consistent digital content outputs
- Plan, create and design multimedia communication materials, graphics and icons for website & social media
- Provide proactive and reactive media relations including liaising with local and national media
- Identify current relevant stories to respond to / engage in
- Appropriately manage and respond to marketing and communications enquiries relating to all aspects of work
- Attend and participate in internal meetings as required, and communicate effectively with the rest of the team to ensure social media channels are up to date and reflect all aspects of the work being carried out
- Report back to their line manager, the Co-Producer

Essentials:

- Experience of successfully running the social media accounts of an organisation
- Experience conveying an organisation's values and ethos through its communication channels
- Experience creating visuals for an organisation's social media accounts based on specific guidelines of a visual identity
- Experience of co-creating and following a comms strategy to best promote an organisation's activities
- Interest in radical social justice work
- Experience with Instagram, Twitter, Facebook, Canva, social media scheduling tools like Buffer and newsletter platforms such as MailChimp or others
- Experience of working autonomously

Desirables:

- Experience or interest in working with a young audience (teenagers and young adults) and finding the right tone to reach this audience through comms
- Experience or interest in creating accessible content online

To apply please send:

- a resume/CV
- a cover letter no longer than two A4 pages detailing your experience and motivation



**VOICES THAT
SHAKE!**



before Friday 14th October at 11.59pm at Shake!'s Programme manager Annick Metefia:
annick@platformlondon.org

We aim to get back to applicants about the outcome of their application during the week of the 17th of October.

Interviews will be held online on the week of the 24th of October.

We particularly encourage applicants from marginalised groups and backgrounds (Black people, people of colour, queer people, trans people, disabled people, working class people, people from a migrant background...) to apply.