

IPPR is committed to equality of opportunity and welcomes applications from all sections of the community, and from applicants with a range of professional and lived experiences. As an organisation engaging in critical debate about a wide range of progressive policy issues, we value the creativity and range of perspectives that a diverse team can provide.

**Media and Communications Officer, IPPR North**

**£33,404 to £42,785 per annum pro-rata plus benefits**

**Permanent, full time (37.5 hours per week – part-time will be considered)**

**Office based in Manchester with minimum two days a week attendance**

\*This role is being advertised at IPPR's Comms Officer level, but there is also the possibility of appointment on a Senior Officer pay scale, with adjusted levels of responsibility to those set out in the job description. Please contact [z.billingham@ippr.org](mailto:z.billingham@ippr.org) directly if this applies to you\*

Are you driven by a commitment to end inequalities? Do you want to play a role in towards building fairer, greener, and more prosperous regions in the UK? Can you harness the power of words to change hearts and minds? If so, we have a role that will give you the chance to shape political debate and policy and help secure lasting change.

IPPR North is part of an independent charity which – through rigorous research, analysis and public dialogue – works to make today's bold ideas tomorrow's common sense. We are recruiting a Media and Communications Officer to play a leading role in communicating that mission and our work – to the public, decision makers and opinion formers – and helping to shape the public and political debate for social, democratic, environmental, and economic progress.

Working alongside the IPPR North director and team, as well as cross IPPR communications colleagues, the postholder is responsible for taking forward IPPR North's communications strategy. Spanning traditional and new media, you will plan, coordinate, and deliver media and digital communications outputs, identify opportunities to proactively shape policy debates, and help to secure impact and influence across a wide range of audiences.

As part of the wider IPPR-family, you will also have the opportunity to utilise your skills right across the UK – working closely with counterparts in the IPPR communications team, contributing to UK-wide communications planning, and helping to deliver UK-wide outputs.

If you have the ability to think creatively and work flexibly as part of a small team, we would like to hear from you. To be successful you will have some experience of working in a communications or media environment; knowledge of the regional media; and a keen interest in politics and public policy in the North and England's regions in particular. You will combine excellent written and verbal communication skills with strong political judgement and an eye for a good story

– knowing when and how to engage with journalists and pitch stories. You will be able to interpret and communicate complex information, using this to frame compelling stories and craft clear and impactful communications products across a variety of mediums. Just as importantly, the successful candidate will be passionate about our work and helping to secure a fairer and greener North of England.

We welcome applications from all sections of the community, especially from those with lived experience of disadvantage, and from Black, Asian and Minority Ethnic candidates who are currently under-represented at IPPR. Appointment will be made on merit.

The post is primarily based at IPPR North's office in Manchester but with some remote working and occasional travel (agreed in advance) to our London offices for cross-organisational work and the North, Midlands or other regions to work with partners.

To learn more about the role and IPPR North, email Zoë Billingham, North Director at [z.billingham@ippr.org](mailto:z.billingham@ippr.org).

Before applying, please click on the document to your left to read the information pack that includes the job description and person specification. Or email [recruitment@ippr.org](mailto:recruitment@ippr.org) quoting the job title 'Media and Communications Officer, IPPR North',

To apply for this post we would like you to submit a personal statement of no more than 1000 words demonstrating your suitability for the role and clearly addressing each of the points in the person specification. We would also like you to submit a CV. Both should be combined into one PDF document and returned to [applications@ippr.org](mailto:applications@ippr.org), quoting the job title 'Media and Communications Officer, IPPR North'. Please also complete IPPR's equal opportunities monitoring form.

The closing date for receipt of completed applications is midnight Wednesday 28 August 2025.

Interviews, which will include a written task, are expected to take place w/c 8th September 2025.

## JOB DESCRIPTION

<b>Job Title:</b> Media and Communications Officer (option to apply at higher level, please see below)	<b>Salary:</b> £33,404 to £42,785per annum
<b>Responsible to:</b> Director of IPPR North	<b>Responsible for:</b> Potentially our annual intern
<b>Contract:</b> Permanent, full time (open to discussion of part time options)  Based in Manchester (two days a week as a minimum in the office)	<b>Start Date:</b> September/October 2025

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### Background

The Media and Communications Officer will work within IPPR North on all aspects of IPPR North's media, digital, events and editorial. Together, we work to continue to grow and diversify the impact and influence of IPPR North among a broad range of target audiences.

This role will help deliver IPPR North's vision through digital and social media as well as print, broadcast, and online news coverage. The post holder is a key hands-on member of the team and of the wider cross-institute communications team.

Depending on the candidate, there may be opportunities to also get involved with research, advocacy and/or publications.

### Responsibilities

#### Media relations

- Work with the Director of IPPR North in developing and implementing an overall media, social media and digital strategy
- Maintain awareness and knowledge of political and policy developments, and of the current media environment to help ensure the strategy remains an effective tool for impact and influence
- Work flexibly across IPPR North, IPPR Scotland and IPPR in London as required as part of the IPPR-wide communications team and with the director of news and communications, in support of the overall IPPR communications strategy.

## **Project management**

- Devise and implement media plans and strategies for researchers, research teams, projects, publications and events
- Work alongside senior leadership, researchers and publications staff
- Work closely with colleagues in the communications team to ensure strategic planning and co-ordination of production and release of IPPR North's outputs
- Monitor, log and evaluate IPPR North's media output and coverage

## **Digital and social media lead**

- Prepare and publish written, visual, audio and video content for IPPR North's digital platforms, particularly website and social media accounts, including designing and producing social media shareables such as infographics, GIFs and quote cards
- Moderate and post content to social media channels, including Twitter and Facebook, and maintain and develop them
- Help to organise live streaming and social media coverage of events
- Share responsibility with other communications team members for publishing content on, maintaining and updating the IPPR North website
- Share hands-on expertise across wider team, and help explore and develop new ways to achieve appropriate digital impact

## **Press office**

- Write and distribute press releases about IPPR North publications and events and respond to external events
- Monitor press and media for opportunities for further dissemination of IPPR North's work and work proactively to deliver this
- Edit and place articles and blogs; answer journalists' inquiries; ring round/cold call journalists with stories and ideas
- Help IPPR North staff to prepare for meetings with journalists and to develop the skills needed, particularly for broadcast interviews
- Maintain and improve IPPR North's relationship with regional, national and specialist press, including at events
- Be a point of call for press enquiries, including a share of responsibility for out-of-hours calls and cover of staff in other teams as required
- Work with colleagues to maintain a database of reporters, commentators, editors and producers

## **Profile & external relationships**

- Relate productively to people in the worlds of media, politics, business and academia and colleagues within IPPR North
- Develop a network of relevant contacts and maintain relationships with existing contacts
- Compile IPPR North's regular e-newsletter, including its clearance and distribution

## **Corporate role and internal relationships**

- Become an active member of IPPR North and the wider IPPR: participate in staff and researchers' meetings; work collaboratively with wider teams and organisational forums
- Share knowledge and expertise across IPPR, as part of a reciprocal learning process
- Contribute to the intellectual capital of IPPR
- Carry out any other reasonable duties as required by the Director of IPPR North

## **PERSON SPECIFICATION**

### **Essential skills and experience**

- Some experience of working in a busy media and communications role, or within a news organisation, responding quickly and efficiently to a wide variety of requests
- Developing understanding of UK public policy, politics and current affairs, in particular an interest and/or experience of local/regional politics
- Working knowledge of both news and current affairs media and specialist press
- Capacity to build a network of media contacts, in particular from the lobby/political journalists and broadcasters
- Can demonstrate sound news judgement and an understanding of the media environment in which think tanks operate, including the needs and expectations of journalists
- Excellent communication skills, including experience of writing succinct and accessible copy for a range of audiences; editing and proofreading news releases, blogs, articles, scripts and website content
- Excellent digital content creation skills, including the ability to create high-quality graphics, create and edit on-line presentations, record short video

pieces, edit video and produce podcasts to a high standard

- Experience of using, and building audiences on social media channels including BlueSky, LinkedIn, Twitter/X, and, ideally, Instagram and TikTok
- Excellent interpersonal skills, dealing with people at all levels, internally and externally, in a confident, pleasant and professional manner
- Excellent organisational skills and the ability to work independently and flexibly in a high pressured environment, to solve problems and prioritise a busy workload
- Excellent attention to detail and a high level of accuracy even when under pressure
- Excellent general IT skills (Microsoft Office and CMS skills essential)
- Willingness to work flexibly where needed, with some anti-social hours including to travel to conferences and events, on occasion overnight, and to join an on-call rota
- Lived experience of disadvantage or good understanding of social injustice
- An interest in policy research of IPPR North and an understanding of and commitment to the values and ethos of IPPR.