

Media and Communications Officer, IPPR North

Welcome

Thank you for your interest in the role of media and communications officer, at the Institute of Public Policy Research (IPPR). IPPR was launched in 1988, with the aim of generating and researching alternative, progressive policy ideas. Over more than three decades since, IPPR has worked to ensure that ideas that once seemed impossible have become reality. We are passionate and committed to working towards a fairer, greener, and more prosperous society through our pioneering research as the UK's leading progressive research charity.

From making the early case for the minimum wage and taking regional inequality to the top of the political agenda, to proposing a windfall tax on energy companies, our research and policy work has put forward practical solutions for the crises facing society - to enable justice, progress and change. In 2004, IPPR North was launched to lead work on devolution and regional inequality and connect our work more deeply with people of the villages, towns and cities too often been neglected by national policymakers. A decade later came the launch of IPPR Scotland, with the aim of shaping progressive policy north of the border as increasing powers were transferred to the Scottish parliament.

We are looking to recruit a media and communications officer to work 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.

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, you will be passionate about our work and helping to secure a fairer and greener North of England.

If you believe you have the skills and qualities we are seeking, we would be very pleased to hear from you.

About us

The Institute for Public Policy Research (IPPR) is an independent charity working towards a fairer, greener, and more prosperous society.

We are researchers, communicators, and policy experts creating tangible progressive change, and turning bold ideas into common sense realities.

Working across the UK, IPPR, IPPR North, and IPPR Scotland, and through our pioneering participative research, we are deeply connected to the people of our nations and regions, and the issues our communities face.

We have helped shape national conversations and progressive policy change for more than 30 years. Today, our work drives social, democratic, environmental, and economic progress by securing:

- well-funded and reformed public services (health, care, housing, education) and social security that ensures everyone has access to the basics they need to flourish
- a renewed democracy which gives everyone a voice in society and passes power down to people, places, and communities, alongside a fair and compassionate immigration system which supports social integration
- a modern, green economy that delivers prosperity and justice to all people and places through actively shaping markets for social good and tackling concentrations of wealth and power.

LANDMARK RESEARCH

Over the last two years, IPPR has made significant contributions to the AI policy debate. In [“Transformed by AI”](#) we estimated the degree to which the UK jobs market could be impacted by generative AI and outlined the various tools that could be used to manage it. This included the call for a job-centric industrial strategy for AI. In [“the new politics of AI”](#) also called for a [re-think of AI policy](#), to make it more mission aligned and linking it more to democratic deliberation. In [“the direction of AI innovation in the UK”](#) we produced a first-of-its-kind quantitative measure of AI innovation and highlighted where policy currently falls short.

Our landmark reports have included the Commission on Economic Justice, a two-year inquiry to examine the challenges faced by the economy, which brought together leading figures from business, trade unions and civil society, including the Archbishop of Canterbury, the head of the City of London Corporation and the general secretary of the TUC. Its [2018 final report](#) won broad support for its bold proposals to fundamentally reform the UK economy, and is still shaping debate today.

IPPR’s cross-party Environmental Justice Commission was established to respond to the climate crisis and put forward a Green New Deal plan for the UK to move

to net zero. Its [influential report](#), designed to secure public support for the transition because it put fairness at its heart, was published in 2021. A further IPPR [Commission on Health and Prosperity](#) has recently concluded and was lauded by Wes Streeting, the secretary of state for health and social care.

Throughout IPPR's history, the Institute has meanwhile incubated and launched a series of practical initiatives to test and demonstrate our ideas in practice, including [Frontline](#), [Think Ahead](#), and [The Difference](#). We also incubated [Centre for Cities](#) which became independent in 2007 and more recently, [Workwhile](#), which became independent in April this year.

Across the decades, generations of IPPR leaders, researchers and communicators have helped to transform the climate of ideas and propose practical policies to put them into effect, work which continues today. Our alumni community have gone on to work at the highest levels of the media, government, parliament, business and civil society organisations.

Job description

Job title: Media and Communications Officer, IPPR North

Responsible to: Director of IPPR North

Responsible for: Potentially our annual intern

Contract: Permanent

Hours: 37.5 hours a week (open to part time options)

Salary: £33,404 to £42,785 per year depending on experience, plus benefits

Role purpose:

The Media and Communications Officer will work 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. You will be 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.

Main 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

- 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 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.
- Able to 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, capable of working confidently and collaboratively in a team and willing to develop external relationships and networks to further IPPR's impact.
- 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 IT skills (Microsoft Office and CMS skills essential).
- Willingness to work flexibly where needed, with some out of hours working including 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.

Terms of appointment

Working for IPPR brings a range of benefits, with generous leave allowances and a commitment to work-life balance. We have offices in Manchester, London and Edinburgh and many staff work remotely for part of their week.

Salary

The salary for this role is £33,404 to £42,785 per year plus benefits on a full-time basis.

We generally appoint at the bottom of the pay scale. Our pay scales are designed to reward staff for the knowledge, skills and experience they develop over time, and we are committed to encouraging progression and promotion through our annual performance process. Basic rates of pay are also reviewed annually.

Contract period

This is a permanent contract.

Location

This post will be primarily based in our Manchester office, with staff expected to be in the office at least 40 per cent of their working hours. There will be some remote working and occasional travel (agreed in advance) to our London office for cross-organisational work, and the North, Midlands or other regions to work with partners. As part of our commitment to flexible working we will consider a range of options for the successful applicant to fill the post. All options can be discussed at interview stage.

Annual leave

We offer a generous 25 days of annual leave plus bank holidays and five additional Christmas closure days per year.

Pension

We recognise how important it is to help you save for your retirement and offer a defined contribution group stakeholder pension scheme with Aviva. You can choose to contribute up to 5.5% of your annual salary and we will match it.

Probation period

All appointments are subject to a six-month probationary period. This is a chance for us to support your induction and development, and make sure you have all you need to settle into IPPR and be effective in your new role. During probation you are required to give two weeks' notice.

Additional benefits

Wellbeing at work

We provide a number of ways to support your wellbeing including an occupational health service, Mental Health First Aiders and Employee Assistance Programme which is available 24 hours a day, 365 days a year. This offers in the moment support and counselling for home-life and work-related issues as well financial and legal support, specialist information and signposting services.

Family friendly

We offer generous carer and parental leave, and family friendly policies designed to support staff with their family commitments, including up to 21 weeks maternity, adoption or shared parental leave at full pay, and six weeks paid paternity leave.

Flexible working

We're open to a variety of flexible working arrangements, allowing staff to adjust their working day to suit their individual needs.

We also offer paid time off to deal with emergencies, unexpected situations and certain other unplanned special circumstances.

Learning and development

We are fully committed to the learning and development of our staff, and as part of our team you can look forward to quality training and development opportunities. We believe in helping all our staff to make the most of their talents and realise their full potential - that's why we provide everyone with the opportunity to develop and offer five days paid study leave per year.

You will have the opportunity to undertake development to meet the needs of your role and for professional and personal development through formal and informal development opportunities and on-the-job training. Everyone has regular career development conversations, with their manager and we encourage learning to be shared.

Union and staff networks

We offer the option to join a trade union and have thriving staff-led networks to make sure everyone has a voice. These provide an outlet for sharing experiences and empowering colleagues to build an inclusive culture across IPPR. Hearing thoughts and ideas from our colleagues about how and where we can improve is key to us being a great place to work and is central to our values, ethos and objectives as a progressive organisation.

Giving back

We offer three days paid special leave to participate in volunteering activities.

Equality, diversity and inclusion

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.

How to apply

We hope you will consider making an application. To make an application, please send as one document (in PDF format):

- your updated CV (**no more than three sides**)
- a supporting statement (**no more than 1000 words**) that sets out under separate headings why you think this role is the right move for you and how you meet the knowledge, skills and experience criteria.

If you pass to interview stage, we will also ask you to prepare a written task.

We would also be grateful if you complete the [equality and diversity monitoring form](#). This form is for monitoring purposes only and is not treated as part of your application.

Please send your completed application to applications@ippr.org quoting **ref. MCO/JULY**

Closing date for applications: Midnight on Thursday 28 August

Interviews are expected to take place w/c 8 September 2025

Please contact us at recruitment@ippr.org if you need any help or adjustments to apply for this role or the application materials to be sent to you in a different format.

What happens next

We are committed to informing all applicants of the outcome of their application, but in some cases, due to the large number of applications we receive for certain jobs, this may take a while. Unfortunately we are unable to provide individual feedback to those whose applications have not been shortlisted.

We wish you every success with your application and thank you for your interest in IPPR.

Applicants guide: Right to work in the UK checks

1 Overview

UK employers are legally required to conduct Right to Work Checks. This is done to verify that their prospective employees have the appropriate and valid permission to work in the United Kingdom. This requirement is set out under the Immigration, Asylum and Nationality Act 2006, specifically Sections 15 to 25, and is supported by Home Office guidance that is updated regularly.

You'll need to prove your right to work in the UK before you start working for us, whether permanent, temporary, part-time, or casual. How you do this depends on your nationality and what kind of permission you have to work in the UK.

This process must be applied consistently to all candidates, ensuring non-discriminatory practices irrespective of nationality, race, or ethnicity.

To verify a job applicant's right to work in the UK, the employer is required to check and retain evidence of from a list published by the Home Office. You can access the list [here](#). We are unable to accept applications from candidates that cannot provide documentary evidence of right to work in the United Kingdom, and we will not be able to confirm employment until this documentation has been produced. You must produce an original document – photocopies are not acceptable under the Act.

2 If you're a British or Irish citizen

If you're a British or Irish citizen, you can prove your right to work in the UK with either of the following:

- a British passport
- an Irish passport or passport card

Your passport or passport card can be current or expired.

If you do not have a passport or passport card, you can prove your right to work with one of the following:

- a UK birth or adoption certificate
- an Irish birth or adoption certificate
- a certificate of registration or naturalisation as a British citizen

You must also give your employer an official letter or document from a previous employer or a government agency.

For example, you could use a letter from HM Revenue and Customs (HMRC), the Department for Work and Pensions (DWP) or the Social Security Agency in Northern Ireland.

The letter must show your name and National Insurance number.

3 If you're not a British or Irish citizen

If you're not a British or Irish citizen, you can prove your right to work with:

- a share code - you can [get a share code online](#)
- your [eligible immigration documents](#)

You can choose which option you use.

If you cannot prove your right to work

If you're not a British or Irish citizen, your employer can check if you can work with the [employer checking service](#).

If you're a Commonwealth citizen, you may be able to [get documents to show that you can work in the UK through the Windrush Scheme](#).

If you have any further queries about these provisions, please do not hesitate to ask.