

## Digital & Media Officer

### Welcome

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Thank you for your interest in the role of digital & media 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. The recent conclusion of IPPR's Commission on Health and Prosperity was not just highly influential with the government, but also mainstreamed the idea that one of the key issues holding our economy back, is the poor health of the nation. 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 now at an incredibly exciting time for the organisation, with the advent of a new government and new IPPR research teams. This is a fantastic opportunity for a proactive individual who wants to play a key role in engaging and growing our audiences in one of Britain's busiest think tank press offices, disseminating our research findings and policy proposals across the political spectrum, and helping make today's bold ideas tomorrow's common sense.

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

# About us

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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

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](#), [The Difference](#) and most recently [Workwhile](#). We also incubated [Centre for Cities](#), which became independent in 2007.

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:** Digital and media officer

**Reports to:** Senior digital and media officer

**Contract:** Permanent, full time (37.5 hours per week)

**Salary:** £36,692 - £46,999 per year plus benefits

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### Role purpose:

The digital and media officer is a key role in one of Britain's busiest think tank press offices, and a hands-on member of the communications team, which covers IPPR's media, digital, events, editorial and external affairs functions.

Working to land bold ideas for policy change among a varied range of target audiences, you'll use and connect with all kinds of media, from print, broadcast, and online news coverage to digital and social channels, with a clear eye to the news agenda. Working closely with the senior digital and media officer and the director of news and communications, you will plan, coordinate and deliver IPPR's media coverage and digital communications, helping to make today's bold ideas tomorrow's common sense and supporting IPPR's strategic aim of influencing the public and policy debate to achieve social, democratic, environmental, and economic progress.

### Main responsibilities:

#### Press office

- Independently draft and distribute news releases; edit and place articles and blogs; answer journalists' inquiries; and proactively ring round/cold call journalists with stories and ideas.
- Take a proactive role in securing more broadcast coverage of IPPR, including securing slots for IPPR spokespeople on high profile TV and radio slots.
- Help IPPR staff prepare for meetings with journalists, particularly broadcast interviews.
- Build relationships with reporters, commentators, editors and producers, and develop media networks and help to maintain stakeholder database.
- Support media relations and related communications activity at IPPR events.

#### Digital and social media

- Prepare and publish written, visual, audio and video content for IPPR's digital platforms, particularly its website and social media accounts, including

designing and producing creative social media shareables (videos, infographics, GIFs and quote cards).

- Moderate and post content to social media channels, including Twitter/X, Bluesky, Instagram, Facebook, TikTok, Threads, YouTube, and LinkedIn, and maintain and develop them.
- Organise live streaming and social media coverage of events.
- Share responsibility with communications team for publishing content on, maintaining and updating IPPR's website.
- Share hands-on expertise across wider team, helping to explore and develop new ways of achieving appropriate digital impact and making sure IPPR is up to date with digital developments.
- Compile and distribute IPPR's regular e-newsletter and other communications.

### **Project management**

- Work collaboratively with research, events and publications teams to support communications planning and delivery.
- Work closely with the communications team to help create and implement media plans for IPPR projects.
- Assist with monitoring and evaluating IPPR's communications output and coverage, including media and other metrics.
- Provide administrative and other assistance to the communications team.

### **Corporate role and relationship building**

- Be an active member of IPPR including participating in staff and researchers' meetings and working collaboratively across IPPR and forums.
- Share knowledge and expertise across IPPR, as part of a reciprocal learning process.
- To be flexible and to undertake any other duties that are within the overall scope and grade of this post.

## **Person Specification**

### **Knowledge, skills and experience**

- Experience of working in a busy media and communications role, or as a journalist within broadcast, print or digital news organisation.
- Meticulous attention to detail and high levels of accuracy.
- A proactive approach to work, shares our values and our enthusiasm for getting it right and willing to go the extra mile.
- Strong organisational skills, with proven ability to work independently, deliver to tight deadlines and confidently prioritise a busy workload with competing priorities.
- Ability to work independently and creatively and problem-solve in a high-pressure environment.
- Interest in and understanding of UK public policy, politics and current affairs.

- Highly accomplished writing and editing skills, including experience of writing succinct, engaging, accurate and accessible copy for print and digital channels and range of audiences; editing and proofreading news releases, blogs, articles, scripts and website content.
- Ability to make sound news judgements and an understanding of the media environment in which think tanks operate, including the needs and expectations of journalists and how to 'sell in' stories.
- Capacity to use, and build audiences on, a range of social media channels including Twitter/X, Bluesky and YouTube and demonstrate the ability to make creative, engaging content.
- Ability to learn and develop IT, systems and communications skills, including creation of a range of digital content such as graphics, on-line presentations, short video pieces, and to edit video to a high standard.
- Excellent interpersonal and team working skills, capable of establishing positive relationships and working collaboratively and confidently with internal and external stakeholders at all levels.
- Ability to work within agreed corporate visual and editorial guidelines.
- A willingness to travel and undertake some work out of hours, including attending conferences and events and covering the on-call rota.
- Flexible and able to respond professionally to changing briefs, deadlines and priorities.
- Lived experience of disadvantage or good understanding of social injustice.
- Commitment to IPPR's values including advancing diversity and inclusion, and an interest in our work and charitable objectives.

## Terms of appointment

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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 £36,692 - £46,999 per year plus benefits on a full-time basis.

### **Contract period**

This is a permanent contract.

### **Location**

This post will be based in our London office, right at the heart of Westminster, with staff expected to be in the office at least 40 per cent of their working hours. 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

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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 two-page supporting statement 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.

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](mailto:applications@ippr.org) quoting **ref. DMO/Jan**

**Closing date for applications:** 6 February 2025

**Interviews** will take place in our London office on 20 February

Please contact us at [recruitment@ippr.org](mailto: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

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IPPR is legally required under the provisions of the Immigration, Asylum and Nationality Act 2006 to verify, prior to the commencement of employment, that any individual undertaking work for the institute, regardless of duration and contractual status, is eligible to work in the UK. A right to work check is a Home Office requirement to establish that each individual working at the institute has the right to work in the UK before they start their employment.

In doing so, we emphasise that we do not discriminate against any applicant on the grounds of their race, nationality or ethnic origin and we will continue to uphold equal opportunities in recruitment and selection in line with the Equality Act 2010.

This is why we are informing all potential job applicants of this requirement right at the start of the recruitment process. We feel it is fair to alert all potential job applicants to this situation as soon as possible so that anyone who needs a document can make arrangements to get one well in advance.

To verify a job applicant's right to work in the UK, the employer is required to see, and keep a copy of either one document, or two documents in defined combinations, from a list published by the Home Office. You can access the list [here](#)

**Whatever document you produce, it should relate to you personally. A document that relates to your spouse, next of kin, guardian or any other person would *not* be acceptable under the Act.**

You will need to produce a document on your first day at work. 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.

Applications from job seekers who require a skilled worker visa and sponsorship to work in the UK are welcome and will be considered alongside all other applications.

The skilled worker visa is for workers who have a skilled job offer and a certificate of sponsorship from a UK employer with a valid sponsor licence. The skilled worker visa applicant will need to gain enough points under the UK visa system.

The new UK points system was introduced on 1 December 2020 and included a number of significant changes to the points-based system. The skilled worker visa replaced the Tier 2 visa scheme and allows entry to the UK on a long-term basis to fill a skilled job vacancy.

For further information please visit the UKVI website here:

<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

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