



**The Glass-House**  
Community Led Design

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20<sup>th</sup> May 2020

Dear applicant,

Thank you for your interest in working at The Glass-House Community Led Design.

To ensure that you provide all of the information that we require to assess your application, please read the following information carefully.

### **Application process**

In this application pack you will find:

- Job description
- Person specification
- Conditions of Employment
- Link to [online Equality and Diversity Monitoring Form](#)

We recommend that you read the information material carefully and that you have a good look at our website [www.theglasshouse.org.uk](http://www.theglasshouse.org.uk) to gain a better understanding of the work that we do.

Your application should include:

- A personal statement on why you would like to work at The Glass-House and what you could offer us, with reference to how you fulfil the person specification (no more than 2 sides A4)
- Your CV (no more than 2 sides A4)
- URL to or PDFs of up to 3 relevant examples of your work
- Equality & Diversity Monitory Form (to be completed [online](#))

Please send us your application by e-mail to [info@theglasshouse.org.uk](mailto:info@theglasshouse.org.uk) by **12 noon on Friday 19 June**. If you have any questions about this role, please contact us at the email address above.

### **Interviews for this post will be held on Tuesday 30 June.**

Given the current lockdown situation, if it is not possible to hold interviews at our office, they will be held virtually via video conferencing.

We look forward to hearing about you and what you might bring to The Glass-House.

Yours faithfully,

Sophia de Sousa  
Chief Executive

## Communications Manager / Storyteller

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Contract: 20 hrs/week  
Initial fixed 12-month contract (July 2020 - June 2021) with potential to extend

Salary: £28,000 - 30,000 per annum (pro rata) depending on experience

Annual Leave: 25 days per year (pro rata), plus the days between Christmas and New Year

Pension: 8% employer contribution

### About The Glass-House Community Led Design

The Glass-House Community Led Design is a national charity that supports communities, organisations and networks to work collaboratively on the design of buildings, open spaces, homes and neighbourhoods.

We see design not only as a tool for creating great places, but also as a way to connect people and empower them with enhanced confidence, skills and a greater sense of agency.

The Glass-House works openly and collaboratively across disciplines and sectors to develop research, projects, events and practical resources. We are committed to sharing the learning from our work to help affect change for people, places and practice.

With nearly 20 years' experience of supporting people, projects and places, we want to explore how we can continue to make a difference through our support and outreach. As well as looking towards the future, we are embarking on a period of revisiting past projects and bringing together our approaches and tools with the long-term goal of making them publicly accessible to inspire a bigger audience to put people at the heart of places.

This will sit alongside our regular activities, which include: working with communities on their live projects; developing capacity building workshops and resources for communities and professionals; collaborative action research; and leading and participating in interactive events and sharing activities across sectors.

We are recruiting a new member of The Glass-House team to help us maintain an active national profile through our media channels, and to play an active role in unearthing, curating and sharing our stories and learning. Successful candidates will work directly with The Glass-House Chief Executive, colleagues and partners in our small, flexible team.

This is a new role that we are trialling, so we are initially offering a fixed-term contract for one year on a part-time basis, but with the potential to extend the role and contract further.

## Job Description & Areas of Work

This new role at The Glass-House has an emphasis on effective communication and storytelling, and will require both a curatorial and collaborative approach to working with colleagues across different projects and programmes:

### Communications oversight

Lead and implement a strategy for The Glass-House to connect with our audiences through creative, engaging and accessible communication of Glass-House values, activities, stories and learning.

#### Responsibilities

- Curate and coordinate The Glass-House online presence and narrative, including The Glass-House website and social media (e.g. Twitter, Facebook, Instagram, LinkedIn, Vimeo)
- Produce and coordinate outreach material that promotes and celebrates The Glass-House activities, including event promotion, e-newsletters, news items and blogs, stories etc.
- Work with colleagues to develop and deliver engaging and innovative events, campaigns, publications and other outputs to promote the position of The Glass-House as a thought leader and innovator.
- Monitor the press and media for relevant news items, policy developments, editorials and identify opportunities for The Glass-House to contribute to national dialogue through external channels.

### Unearthing, curating and sharing stories

Work with The Glass-House team to unearth and share Glass-House stories and learning. In order to do this, you will work with colleagues to produce and resource an ongoing narrative (in blogs, newsletters, social media, publications etc.) to share both current work and material from our archive with our audiences.

#### Responsibilities

- Work with Glass-House colleagues to capture and share live projects.
- Research our internal data systems to extract key evidence, quotes and stories, and work with colleagues to identify and develop the most effective mechanisms for sharing them.
- Carry out research (both desktop and interviews) on past projects. Update information and stories on groups' projects and assess impact of Glass-House support.
- Work with colleagues to produce accessible and engaging resources to help share our learning and build capacity within communities, practice and academia.

### Events

Lead on developing a clear strategy for the promotion of Glass-House events and for Glass-House participation in external events.

## Responsibilities

- Help the team to develop a clear and accessible public narrative for The Glass-House events and coordinate a promotion and outreach strategy to attract diverse audiences.
- Build an awareness of relevant events in the sectors in which we operate, and work with The Glass-House team to identify which of these to target for Glass-House participation, as either a presenter or participant.
- Provide a first point of contact for enquiries regarding The Glass-House events, and for Glass-House participation in external events.

## Action Research

Contribute to the development and delivery of both internal and collaborative action research at The Glass-House, with particular input of communication and engagement expertise to support the innovative, evidence-based approach of The Glass-House.

## Responsibilities

- Provide strategic and practical support in communications and media to any existing and emerging research projects with external partners.
- Draw together key narrative(s) and produce material to capture work and impact of The Glass-House research, ensuring that The Glass-House thought leadership is at the fore.

## Public Liaison

### Responsibilities

- Answer general enquiries from user groups and the general public. Deal with as appropriate or dispatch those enquiries to the relevant project team members for action.
- Research and build relationships with relevant networks, organisations, agencies and universities to support The Glass-House programmes.

## Administration

This role brings with it some essential administrative tasks to contribute to the smooth running of the organisation.

### Responsibilities

- Plan and implement monitoring and evaluation on The Glass-House communications.
- Champion and enable data protection within the organisation.
- Monitor all income and expenditure in relation to Communications and report relevant information to the Finance Officer/bookkeeper and the Chief Executive.

## Contribute to the work of The Glass-House team

- As a member of The Glass-House Team, you will:
- Act as an ambassador and enabler for the organisation.
- Implement The Glass-House policies, including diversity and health and safety.
- Provide support to colleagues as and when necessary.

## Person Specification

Candidates must have a passion for the connection between people, design and place, and for empowering communities to play an active role in shaping their places.

We are looking for someone who is passionate about telling stories, able to bring together excellent writing with an eye for design, and to produce visually clear, accessible and compelling communication. Our storyteller must also enjoy working with different types of media and be willing to experiment with new platforms and programmes.

### Essential experience

- Demonstrable experience of successfully planning and delivering a communications strategy across a range of platforms (incl. website and social media, event registration systems etc.)
- Demonstrable experience of compiling, writing and editing information for public consumption (e.g. newsletters, updates and publications) with meticulous attention to detail
- Demonstrable experience of website administration (we use wordpress and weebly)
- Demonstrable experience of promoting events, including managing relationships with partners, speakers and suppliers
- Demonstrable experience of managing print production
- Demonstrable experience of planning and managing budgets and financial information
- Proven track record of working to and meeting delivery targets
- Interest in / experience of the built environment and/or community sectors

### Preferred experience

- Knowledge and experience of working with Adobe Creative Cloud software, including Photoshop, InDesign or comparable graphics packages
- Knowledge and experience of working with video and audio
- Knowledge and experience of working with CiviCRM or similar database systems

### Personal attributes and skills

- Ability and confidence to communicate effectively with both community groups and professionals, developing appropriately targeted outreach strategies, and handling public enquiries from all levels of society
- Excellent verbal and written communication and presentation skills, with meticulous attention to detail
- A passion for social media, and an understanding of how it can be used strategically
- Good IT skills, including database experience
- Excellent administration and organisational skills with ability to organise and prioritise workloads
- Flexible, with a 'can-do' attitude

## Conditions of Employment

The position will be based at The Glass-House Community Led Design office, currently at 2 Wardrobe Place, London EC4V 5AH.

The position will be part-time (20 hours/week) with a three-month probationary period. We envisage this role involving a daily presence of 4 hours per day, but we are happy to accommodate some flexibility in order to adapt to family circumstances and other commitments.

As long as you are able to fulfil the requirements of the job, The Glass-House is also happy to explore some working from home and to provide remote access (and potentially also equipment) to facilitate it.

Given the current COVID-19 pandemic, we recognise that this post might be taken up in unusual circumstances of distance working. The Glass-House is fortunately well set up for remote working, and we are managing to continue with our work with some adaptation, but with minimal disruption.

Should the person appointed need to take up the post remotely, we would of course explore the best way to manage an induction process in that context and to adapt initial tasks to remote working

The Glass-House office working hours are generally 9:30am to 5:30pm.

The post-holder must be willing to occasionally work outside normal office hours including evenings and weekends (time off in lieu will be granted for additional hours worked). Some travel to meetings and events may also be required.

The salary for this post is £28,000 - 30,000 per annum pro rata, depending on experience. The organisation makes pension contributions equivalent to 8% of the post-holder's salary.

Annual leave entitlement will be 25 days per year pro rata (actual entitlement 15 days), plus the days between Christmas and New Year.