
Outreach and Events Manager application pack

June 2018



The Glass-House
Community Led Design

2 Wardrobe Place
London
EC4V 5AH
T. 020 7490 4583
info@theglasshouse.org.uk
www.theglasshouse.org.uk

June 2018

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
- Equality and Diversity Monitoring Form

We recommend that you read the information material carefully and that you have a good look around our website 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
- Completed Equal Opportunities Form

Please send us your application by e-mail to info@theglasshouse.org.uk by **12 noon on Monday 23 July**. If you have any questions about this role please contact us at the email address above.

Interviews for this post will be held on Monday 30 July.

If you are unable to attend an interview on that day, please indicate that in your application.

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

Yours faithfully,

Sophia de Sousa
Chief Executive

Outreach and Events Manager Job Description

21 hrs/week

Salary £28,000 pro rata

Initially a fixed 14-month contract (September 2018 through October 2019) with potential to extend

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 17 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.

We are also entering the latter stages of our 5-year collaborative action research project, Empowering Design Practices, with a busy period ahead including: working with communities on their live projects; developing capacity building workshops and resources for communities and professionals; and producing a range of outputs to share our learning.

We are recruiting two new members of The Glass-House team to help us maintain an active national presence, look back on our past, and to consider and plan for our future. Successful candidates will work directly with The Glass-House Chief Executive in our small, flexible team.

Job Purpose and responsibilities

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, Vimeo, Mixcloud)
- Produce and coordinate outreach material that promotes and celebrates Glass-House

activities, including event promotion, e-newsletters, news items and blogs, stories etc.

- Develop, co-create 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.
- Work with The Glass-House team to help produce accessible and engaging resources to support design capacity building.

Events

Lead on event management at The Glass-House, developing a clear strategy for the delivery of Glass-House events and for Glass-House participation in external events.

Responsibilities

- Work with the Chief Executive to develop a strategy and programme for Glass-House events, and lead on their coordination and delivery, liaising with partners, speakers etc.
- Develop a clear and accessible public narrative for 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 Glass-House events, and Glass-House participation in external events.

Building The Glass-House Archive

Work with the Glass-House team to build the Glass-House archive. In order to do this, you will work with colleagues to:

- Research and organise internal data systems to extract key evidence, stories and quotes.
- Carry out research (both desktop and interviews) on past projects. Update information and stories on groups' projects, and assess impact of Glass-House support to projects.
- Produce accessible and engaging resources to help share our learning and build capacity within communities, practice and academia.
- Work with colleagues to produce and resource an ongoing narrative (in blogs, newsletters, social media etc.) to share the work we are doing on the archive with our audiences.

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

- Bring strategic and practical support in communications and media to our [Empowering Design Practices](#) (EDP) research project, and take part in the delivery and capture of hands-on activities such as workshops, study tours, follow-up visits to assess impact etc.
- Provide strategic and practical support in communications and media to any emerging research projects with external partners.
- Draw together key narrative(s) and produce material to capture work and impact of Glass-House research, ensuring that 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 Glass-House programmes.

Administration

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

Responsibilities:

- Champion and enable data protection within the organisation
- Plan and implement monitoring and evaluation on Glass-House communications and outreach.
- Monitor all income and expenditure in relation to Communications and Events, 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 Glass-House policies, including diversity and health and safety.
- Provide support to colleagues as and when necessary.

Outreach and Events Manager

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.

Essential experience

- Demonstrable experience of successfully planning and delivering a communications strategy across a range of platforms (including 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 excellent attention to detail
- Demonstrable experience of planning and delivering 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
- Knowledge and experience of working with Adobe InDesign software or comparable graphics packages
- Demonstrable experience of website administration

Preferred experience

- Interest in / experience of the built environment and/or community sectors
- Knowledge and experience of attracting and building relationships with event sponsors
- 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
- An interest in and understanding of how social media can be used for marketing purposes
- 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 (21 hours/week) with a three-month probationary period.

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); also to travel to meetings and events as required.

There is some flexibility regarding the distribution of the post-holder's hours over the working week. As long as you are able to fulfill 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.

The salary for this post is £28,000 per annum, pro rata.

The organisation makes pension contributions equivalent to 5% 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.

Equality and Diversity Monitoring Form

The Glass-House Community Led Design wants to meet the aims and commitments set out in our equality policy. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

Our organisation needs your help and co-operation to enable us to do this, but filling in this form is voluntary.

This process is detached from the selection process and the forms will be processed separately. Please send your completed Equality and Diversity Monitoring Form as a separate document along with your application, and ensure that the file does not have your name in its title. This will help us keep your data anonymous and protected.

1. Gender

Man Woman Intersex Non-binary Prefer not to say

If you prefer to use your own term, please specify here

2. Are you married or in a civil partnership?

Yes No Prefer not to say

3. Age

16-24 25-29 30-34 35-39 40-44 45-49
50-54 55-59 60-64 65+ Prefer not to say

4. What is your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

White

English Welsh Scottish Northern Irish Irish

British Gypsy or Irish Traveller Prefer not to say

Any other white background, please write in:

Mixed/multiple ethnic groups

White and Black Caribbean White and Black African White and Asian

Prefer not to say

Any other mixed background, please write in:

4. What is your ethnicity? *cont.*

Asian/Asian British

Indian Pakistani Bangladeshi Chinese Prefer not to say

Any other Asian background, please write in:

Black/ African/ Caribbean/ Black British

African Caribbean Prefer not to say

Any other Black/African/Caribbean background, please write in:

Other ethnic group

Arab Prefer not to say

Any other ethnic group, please write in:

5. Do you consider yourself to have a disability or health condition?

Yes No Prefer not to say

What is the effect or impact of your disability or health condition on your ability to give your best at work?

Please write in here:

6. What is your sexual orientation?

Heterosexual Gay woman/lesbian Gay man Bisexual
Prefer not to say

If you prefer to use your own term, please specify here:

7. What is your religion or belief?

No religion or belief Buddhist Christian Hindu Jewish
Muslim Sikh Prefer not to say

If other religion or belief, please write in: