

**Greater Manchester Coalition of Disabled People (GMCDP)**

**Job Description: Communications & Campaigning Worker**

**Job title:** Communications and Campaigning Worker

**Hours:** 14 hours per week

**Working pattern:** Flexible in line with the needs of the job

**Salary:** £23,600 per annum (pro rata)

**Line manager:** GMCDP Manager

**Location:** Remote/home working, occasional GMCDP office (Windrush Millennium Centre, Moss Side, M16 7WD)

**Contract length:** 5 years

**Deadline for applications:** 9am 21st July 2022

**Interviews to take place:** week commencing 25th July

**Please note GMCDP is a disabled people’s organisation which is 100% run and controlled by disabled people. This post is therefore open to disabled people\* only.**

\*By disabled people we mean anyone facing disabling societal barriers in relation to their impairments or conditions. This includes physical impairments, mental distress or illness, hearing or visual impairments, learning impairments, neurodivergent people, and those with chronic/long term impairments/conditions.

This role is subject to an enhanced DBS check. We are committed to supporting and promoting equality and diversity and to creating an inclusive working environment.

**About Greater Manchester Coalition of Disabled People**

Greater Manchester Coalition of Disabled People (GMCDP) is a disabled people’s organisation (DPO) which is 100% run and controlled by disabled people (including our staff, members and Executive Council). We are a membership organisation, and our members are the core of our organisation, informing, shaping and guiding all the work GMCDP does. Our mission statement is:

**“To promote the full inclusion of disabled people in society and challenge the discrimination and oppression of disabled people.”**

**We aim to:**

* Promote the independence and inclusion of disabled people in society.
* Identify and challenge the barriers that prevent disabled people from fully participating in mainstream society today.
* Encourage and support the self-organisation of disabled people.
* Actively promote the understanding and implementation of the social model of disability.
* Use the wealth of knowledge of disabled people to strengthen and develop our organisation and its projects.

**We do this through:**

* Working in collaboration with other DPOs on shared aims and initiatives
* Strategic influence through engaging with and challenging policy developments and decision makers
* Campaigning on issues important to disabled people
* Providing information to disabled people through accessible formats (e.g. easy read, BSL, large print) and running accessible workshops and information sessions
* Running projects which support disabled people to lead independent lives
* Conserving and preserving the history of the disabled people’s movement through our Disabled People’s Archive
* Underpinning all of our work, is the active promotion and implementation of the social model of disability

**Purpose of the role**

GMCDP has secured funding for 5 years to support our development and growth, in particular in relation to our communications, campaigning and membership. This is an exciting opportunity to join a growing team within GMCDP, and to be a part of the development and growth of one of Greater Manchester’s longest running disabled people’s organisation.

The Communications and Campaigns worker will work with the GMCDP staff team to develop our external communications, campaigns, and engagement. The Communications and Campaigns worker will support the development and roll out of our communications strategic plan, ensuring we are effectively sharing and communicating the work we do, as well as increase our reach, impact and connectivity across Greater Manchester, including areas such as our social media, fortnightly members’ updates, and leaflets/advertisements. The Communications and Campaigns worker will also support GMCDP’s campaigning work, which includes working with our Campaigning Sub Group to develop and progress campaigns. The post holder will be required to work closely with our Executive Sub Group Leads & members of the GMCDP staff team, as well as with external disabled people’s organisations and community groups to mobilise action.

The Campaigns and Communications worker will contribute to the design of campaign strategy and tactics, coordinate with allies, and support the running of our campaign’s communications. The post holder will be responsible for supporter engagement, and the organisation’s online and offline communications. They will expand our online presence, including website, social media, marketing, and external communications, in an engaging and informative way, to reach a range of audiences including disabled people in innovative ways.

**Main duties of the role:**

* To work with and further develop the Communications Sub Group and Campaigning Sub Group. (These Sub Groups are led by a member of our Executive Council, and includes staff members as well as members of GMCDP. These Sub Groups are designed to strategically lead and support their respective areas of work). This role will contribute to this work by assisting in the planning, communication, coordination and successful implementation of innovative and effective campaigns and communications activity.
* To work with the Membership worker in developing our communications plan and campaigning priorities alongside our engagement and outreach activities, ensuring we are reaching and involving as many disabled people and new members as possible, and that membership is involved and included in the campaigning developments
* To further develop and action our communications strategy, supporting GMCDP to increase its transparency on our work, and increase our presence across our social media
* To work with our communications sub-group in creating attractive and engaging online communications material, such as infographics, posters, and videos.
* To work with colleagues on the development and updating of our website
* To work with the membership worker in developing and creating a welcome pack from members
* To work with GMCDP staff team in increasing our social media profile
* To support the transcription of information into accessible formats
* To work with GMCDP members on creating, developing and progressing GMCDP’s campaigning work
* To regularly work across multiple digital mediums (email, web, Facebook, Twitter, Instagram etc) to drive successful campaigns and ensure we are effectively sharing the work we do.
* Build, develop and maintain effective relationships with GMCDP members and allies.
* With the support of the Executive Sub Groups and Manager, to respond to and engage in external campaigns