



Communications Coordinator

Information Pack

GENERAL INFORMATION

Stay Up Late was started as an awareness raising campaign by the band Heavy Load in 2006 and featured in the feature documentary film (also called Heavy Load and incidentally one of Mark Kermode's top 5 documentaries of the 21st Century!). Heavy Load were concerned at the amount of people with learning disabilities missing out on gigs due to their support staff working inflexible shift patterns.

The exposure of the film enabled the campaign to reach a wide audience of people experiencing the same frustrations. Heavy Load didn't want their work simply to be about raising awareness and in 2011 Stay Up Late became a registered charity committed to also bringing about real change.

Our aim is to promote full and active social lives for people with learning disabilities.

The geographical location of our work is predominantly in Sussex, delivering the Gig Buddies project.

However, Gig Buddies has now been replicated in other parts of the UK and in Sydney, Australia.

We continue to have a high profile nationally for the campaigning side of the charities work.

All of our income is derived from fundraising, and we rely on our well-established community links to achieve this.

Although the charity is still growing, we have a strong commitment to developing innovative projects that will enable people with learning disabilities to enjoy full and active social lives, and involve people with learning disabilities in the design, delivery and development of these projects.

OUR VISION AND VALUES

Our vision

That learning disabled people and people with autism should live the lives they want, stay up late and have fun. We believe they should be included within all aspects of society and their communities.

Mission – we fight for the right to party

We do this through our projects and through campaigning:

- We campaign against inflexible practices and attitudes that prevent people from living the lives that they want.
- Finding solutions to the barriers that people face when trying to have an active social life, particularly around choosing their own bedtimes.
- Demonstrating what is possible through projects such as Gig Buddies.

Our values – keeping it punk!

Inclusive - We value the different strengths that people bring. The people we work with are front and centre stage.

Fun – We are creative and innovative, using humour as a way of provoking debate and generating change. Our work is serious fun.

Disruptive – We are risk-takers, responsive and resourceful. We are outspoken activists and make change happen.

Community – We promote collective responsibility and belonging. And we mean it!

Integrity – We work in a way that reflects how we want the world to be.

Focussed – We pick our fights carefully. We're a small organisation so we need to be agile and won't be everything to everyone.

WHAT STAY UP LATE IS REALLY GOOD AT

- Strong brand and reputation
 - Simple purpose
 - Very strong awareness and reputation relative to size
 - Unique approach and 'punk' ethos
- Changing the narrative for people with learning disabilities
- Innovation: Gig Buddies and Social Franchise
- Participation and inclusion of people with learning disabilities
- A great place to work – people love the cause

Communications Coordinator

This post is based in Sussex. During lockdown the office is currently closed so you would be working from home. When it is safe to do so you will be required to work in our office in Portslade, as well as some work out in the community across Sussex.

The post is for 22.5 hours per week (but one hour per day is a paid lunch break, so this amounts to 19.5 hours of work each week), the pattern is negotiable, and it will be necessary to work some evenings and weekends, approx. 2 evenings and 1 Saturday each month. (Sociable hours as we like to call them!)

The salary is £12,700 (pro rata) based on £21,166 per annum paid monthly in arrears. You will be paid on the last working day of the month.

25 days annual leave per year (pro rata).

We also provide a pension scheme for qualifying staff.

Closing date for applications is midday on Monday 13th July.

Interviews:

This will be a two part process.

Tuesday 21st July

The first interviews will be 'one way video interviews'. This means we will ask you answer 5 or 6 questions that we send you in advance. The idea being that we want to get the best out of you and give you time to answer the questions in a way that makes you feel most relaxed. Just speaking in to your phone or a camera. You will be asked to record up to 30 minutes of responses.

You will be sent the questions in good time so you have a week to film your answers.

Tuesday 28th and Wednesday 29th July

We will then invite some of the candidates from these calls to a more informal Zoom interview. There will be a short set task and follow-up questions from your video interview.

Greater diversity leads to greater results for our charity.

We are a charity built on the foundations of how we want society to be. We are therefore committed to equality of opportunity for all staff and applications are encouraged regardless of age, disability, sex, gender identity, sexual orientation, pregnancy and maternity, race or religion. Ours is a community where diversity is valued and respected and all are loved.

How to apply

To apply please complete the application form (link on our website) and submit your 60 second video to tell us why you'd be great at the job and what makes your heart sing!

(Details of how to send the video to us are in the application form).

Please note that we can't accept CVs.



DESCRIPTION

JOB TITLE: Communications Coordinator
(Temporary contract for 6 months with intention to extend, subject to funding)

JOB DETAILS: Part time 3 days a week 22.5 hours a week £12,700 (based on £12,700)

ACCOUNTABLE TO: Stay Up late Director

OVERALL PURPOSE OF THE JOB

Stay Up Late is a small charity but has built a great reputation for its ability to communicate clear and impactful messages about the rights of people with learning disabilities and for its project delivery. Your job will be to build on the work done so far and lead on taking us to new heights.

Key Responsibilities

- 1) Writing and overseeing a communications strategy for the charity.
 - Linking our work to awareness weeks such as learning disability week, autism awareness week, LGBTQ+ history month and volunteers week (amongst others)
- 2) Auditing our current output and creating a library:
 - Collecting case studies, re-purposing and updating existing content, creating a photo library
- 3) Using your creativity to create shareable videos, memes, banners and other content.
- 4) Leading on the charity's social media output across its various channels (currently Facebook, Twitter, Instagram, LinkedIn and YouTube)
- 5) Supporting colleagues by writing copy for blog posts, the annual report and press releases
- 6) Making the most of publicity opportunities, for example, our annual trip to Glastonbury, Brighton Pride Parade, our Annual General Meeting and fundraising gigs
- 7) Helping us to demonstrate our impact by collecting and writing case studies about participants and volunteers and sharing these stories in creative and engaging ways
- 8) Supporting the work of our advisory groups by sharing their ideas publicly
- 9) Updating our websites
- 10) Reviewing our marketing materials and suggesting updates
- 11) Being a point of contact for press and related enquiries
- 12) Taking the lead on publicity around promoting events, recruitment campaigns (staff and volunteers)
- 13) Supporting our fundraising manager with publicity for specific campaigns
- 14) Undertaking such other duties and tasks that fit with the wider work of the charity
- 15) Creating content that speaks to a variety of different audiences
- 16) Leading on publicity campaigns, for example in recruiting new volunteers and our 'No Bedtimes' campaign
- 17) Working with our Fundraising Manager to develop online giving campaigns



PERSON SPECIFICATION

Communications Coordinator

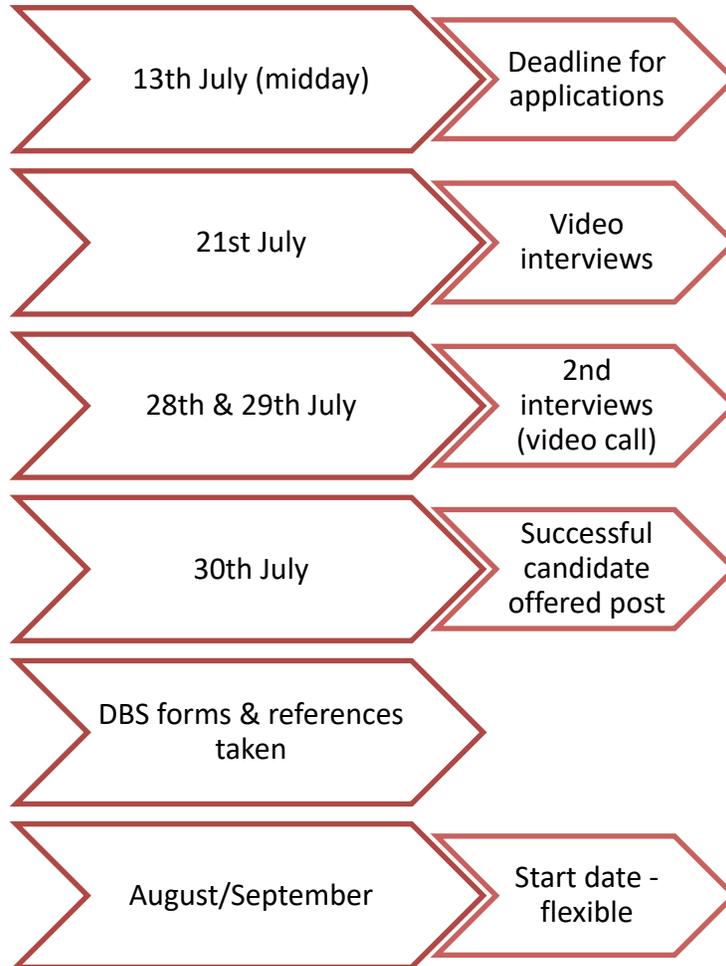
	Essential	Desirable
Skills and Abilities		
Ability to problem solve independently and to remain calm in challenging situations.	✓	
Ability to communicate effectively with a wide range of people at all levels using a variety of methods, including a good telephone manner.	✓	
Ability to organise own workload, be able to work under pressure and to work to deadlines.	✓	
Knowledge / Experience		
Experience of working with people with learning disabilities in an empowering, person-centred way, always treating people as individuals.		✓
Demonstrable experience of running successful social media campaigns across various platforms.	✓	
Making and editing short videos		✓
Experience of using Wordpress		✓
Able to use platforms such as Mailchimp	✓	
Experience of organising and promoting events.		✓
Experience of administration and knowledge of Microsoft office or similar software.	✓	
Experience of writing copy for places such as blogs and press releases	✓	
A good knowledge of the local cultural scenes in parts of either East or West Sussex (being a resident of either of these places would be beneficial)		✓
Qualities		
A positive attitude towards the rights, independence, inclusion and choice for people with learning disabilities.	✓	
A keen interest, and skills, in promoting projects in line with current social media trends and practices.	✓	
Commitment to the values of diversity and equality and able to recognise and challenge disability discrimination in all its forms.	✓	
Someone who is able to work well as a team member, and has the attitude of supporting colleagues to get the work done.	✓	
A creative thinker	✓	
Someone who can work independently and use their initiative.	✓	
Sensitive and a good listener.	✓	
A confident and positive person - willing to participate, get stuck in, give it a go and have fun!	✓	
Someone who has the 'punk ethos' – in that they just want to make things happen and get things done quickly	✓	

Special Conditions		
Flexibility regarding hours, including evenings and weekends	✓	

We also asked our advisory group, the Storm and Thunder Team, what is important to them in the right person. (The Storm and Thunder Team is made up of participants with learning disabilities).

	Essential	Desirable
Skills and Abilities		
Good at problem solving	✓	
Good at making our ideas happen	✓	
Good at finding creative ways to help us communicate	✓	
Being clear when making arrangements	✓	
Good at including people with learning disabilities meaningfully in volunteering in the office	✓	
Good at speaking in meetings	✓	
Knowledge / Experience		
Experience of supporting people with learning disabilities	✓	
Good at IT and using computers	✓	
Qualities		
Friendly	✓	
Organised	✓	
Flexible	✓	
Not phased by a bit of chaos	✓	
Good at time management	✓	
Someone who is good at taking part	✓	
A good sense of humour	✓	
Happy to dance – it doesn't matter if you're not a good dancer!	✓	
Loves music and going to gigs	✓	
Respectful and not judgemental	✓	
Has a 'Let's do it, let's do it' attitude	✓	

KEY DATES



www.stayuplate.org

www.gigbuddies.org.uk