



January 2021

Dear applicant,

Thank you for showing an interest in applying for a position working with Fashion Revolution. Fashion Revolution strives to be action-oriented and solution focused. Rather than making people feel guilty, we help them recognise that they have the power to do something to make positive change. We celebrate fashion as a positive influence while also scrutinising industry practices and raising awareness of the fashion industry's most pressing problems. We aim to show that change is possible and encourage those who are on a journey to create a more ethical, sustainable and transparent future for fashion. We try to always be bold, provocative, inquisitive, accessible and inclusive.

This crucial role is the voice of Fashion Revolution on all channels. We need someone who is hugely well-informed and passionate about the issues we tackle and have a brilliant flair for creative content and impactful copy.

Fashion Revolution is strong because it is diverse. We do not discriminate in hiring practices and actively seek a diverse applicant pool. We encourage candidates of all abilities, ages, gender identities and expressions, national origins, races and ethnicity, religious beliefs, sexual orientations, and those with criminal records to apply. We welcome all kinds of diversity.

Our team includes people who are parents and non-parents, the self-taught and university educated, and from a wide span of socio-economic backgrounds and perspectives on the world. We use the Rooney Rule in our hiring process.

Enclosed with this recruitment pack you will find the role description and person specification for the post along with an inclusion form.

If you wish to apply, then please make sure that you complete the diversity and inclusion form, submit your CV and send a statement covering the reasons why you fit the role description. Please note applicants must have the right to work in the UK and be resident in the UK for this role.

We will only consider those applications that have completed all requested elements.

Yours faithfully,

Gloria Davies-Coates
Head of Operations and Governance



Job Title: Communications / Content Manager (job share considered)
Reporting To: Global Communications and Fundraising Director
Hours: 32 hours per week
Salary: £28,000 per annum pro rata
Location: This role is home-based.

The candidate must reside in the UK and have permission to work in the UK. The successful candidate must be able to travel to London for occasional meetings (once possible to meet in person again).

Who we are and why we need you

Founded in the wake of the Rana Plaza disaster in Bangladesh, Fashion Revolution has become the world's largest fashion activism movement, mobilising citizens, industry and policymakers through their research, education and advocacy work.

Fashion Revolution works towards a vision of a fashion industry that conserves and restores the environment and values people over growth and profit.

Our team is entirely home-based, and we use Slack, Zoom, Google Drive and other online platforms to work together collaboratively and efficiently. When it becomes possible again to meet in person, we will try to meet together as a team every few months in London.

This is an exciting opportunity to join our impressive team with a great opportunity to drive our communications efforts.

About this role

The successful post-holder will be supporting the delivery of communications related programming, projects and activities at Fashion Revolution.

You will report directly to the Global Communications and Fundraising Director and work across the organisation. The successful post-holder will work alongside the Global Communications Director for the successful coordination and delivery of the communications strategy and day to day social media management.

The job may also involve acting as a representative or spokesperson on behalf of Fashion Revolution in meetings and industry events, as requested.

Communications Planning and Strategy

- Planning and executing seasonal comms campaigns outside of FRW (e.g. Black Friday, International Women's Day). Involves developing concept, commissioning content, executing campaign and reporting on impact. Need to draft and manage calendar of events and deliverables.

- Media management: Strategic outreach programme across all relevant projects to maintain calibre of coverage achieved, maintain and build strong media relationships and source new and impactful editorial opportunities.
- Planning and maintaining social media strategy and execution.
- Supporting the overarching communications strategy for Fashion Revolution across citizen, brand and policymaker pillars.
- Supporting the Global Communications Director on the delivery of the communications strategy for Fashion Revolution Week.
- Creating, commissioning and curating content for the Fashion Revolution blog, newsletter and any other relevant channels
- Planning and executing social content strategy for Fashion Revolution Week.
- Supporting the communications strategy and posting content across relevant channels for the Fashion Transparency Index.
- Facilitate & support weekly comms team meetings.
- Act as an account manager for communications partnerships until a dedicated Partnerships Manager is recruited.
- Supporting the Global Network with social media content, strategy, and materials
- Working with the Global Communications and Fundraising Director and Creative team to devise and execute a marketing plan for fanzines and other key publications, as appropriate.
- Recruit and manage comms team volunteers and/or student placements.
- Hold & manage relationships with key collaborators.

Content Management

- Creating and maintaining an overarching communications planner for the organisation.
- Managing day-to-day social media and online content across all of Fashion Revolution's digital platforms. This includes: all social, blog and newsletter take up about 3 days per week.
- Planning and maintaining social media strategy and execution
- Working to increase Fashion Revolution's social media traffic, engagement, and visibility.
- Copywriting for social media and other communication channels, including blog, newsletter, online resources, website and occasionally press releases where appropriate.
- Creating, commissioning and curating content for the Fashion Revolution blog, newsletter and any other relevant channels.
- Tracking impact across social media, measuring growth and inputting on grant bids and donor reports.
- Day-to-day customer service on all social channels, e.g. responding to queries, DMs and public comments as appropriate.
- Supporting the Global Network with social media content, strategy, and materials.

Experience and Skills required:

- Demonstrable in-depth and extensive knowledge of the issues and topics we focus on at Fashion Revolution to enable engaging and credible content across FR channels
- Clear and confident communicator – internally and externally including project strategies, accurate reporting
- 2 -3 years experience of social media management
- Creative content generation to cover social, website, media outreach, blog, fanzines
- Competent design skills and capability using Indesign and Illustrator
- Competent media contacts and approach
- Strong writing skills; able to turn complex and technical information into digestible and compelling analysis
- Strong interpersonal skills; able to deal with colleagues and external partners with diplomacy, empathy, sensitivity and fairness

- Very strong attention to detail; highly organised, thorough, accurate and able to meet deadlines
- Ability to think logically and strategically
- Must be fluent in written and verbal English
- Comfortable working autonomously and independently, using own self-initiative

Other requirements of the role

Flexibility to be able to work in different time zones as and when project work requires.

How we will reward you

The basic salary is £28,000 per annum (pro rata).

We provide a supportive, flexible and often autonomous working environment. You will receive 28 days annual leave, including bank holidays.

We operate a pension scheme with NEST, contributions are at a minimum of 3% for employers and 5% for employees.

You will work with:

You will work closely with the Global Network Manager, Programme Manager for FOS, Special Events Curator and liaise with Digital Admin Support Offer.

You will also liaise frequently with members of the Global Network, project partners related to Fashion Open Studios and the wider Fashion Revolution central team.

You can also expect to work with the Global Community Director on Global Network related issues.

How to apply

A full application comprises of:

- Your CV (**please redact your name and other personal details from your CV**)
- Supporting statement
- Completed [Inclusion Form](#)

Please email recruitment@fashionrevolution.org

Deadline for applications: 5pm, 22 January 2021

Applicants must have the right to work in the UK and be resident in the UK for this role. Applicants that do not provide all the requested information will not be shortlisted.

Interviews will be held on a rolling basis.