

# Insights and Communications Lead Application Pack

## About us

We believe that the current system is not working for the people who need it the most - a fragmented social sector, organisations placed in competition with one another, massive scale and diversity of challenges, too great a focus on 'delivering services'. The Collective Impact Agency exists to transform those systems to work better for people and communities.

Of course, we know we cannot do any of this alone. So, we work with other people and organisations to construct experiments in how we make those systems work better, we run workshops on subjects we think contribute to building organisations that are system-change-ready, and we work with organisations and groups in learning partnerships.

As you can probably guess, this makes our work pretty varied. We get involved in lots of really cool and exciting stuff. Here are a few examples:

- ***'Embedding Human Learning Systems in Primary Care' with Sunderland Primary Care Networks and NHS Leadership Academy***  
Working across the primary care networks in Sunderland, we are surfacing the priorities and areas of curiosity for each PCN and designing a series of mini-experiments to help the PCNs learn together better. We sense-make together about what the collaborative is learning from the experiments, and how to iterate our experiments over time.
- ***'Making the money work differently by building community power' with the Gateshead Community Bridgebuilders***  
We provide learning support and operational leadership to the [Gateshead Community Bridgebuilders](#), a network that is working to help local people to have the opportunities, skills, and confidence to engage in making decisions that are going to improve their lives now and in the future, changing and extending who gets to participate in decision-making, and changing the ways in which decisions are made and power is exercised.
- ***'The Facilitating Bravery Initiative' with Likewise and the Plymouth Energy Company***  
In partnership with our friends at [fractals co-op](#), we are working with two external 'disruptor partners' to help them think differently about how they approach objective-setting and internal decision-making.
- ***'Exploring Equity, Diversity and Inclusion at the board of trustees level' with Sector3***  
We're supporting a board of trustees to explore the barriers to working in an equitable, diverse and inclusive way, from behaviours and culture right through to action and make-up.

We're a small organisation which has existed for 4½ years. A lot of our work is in the North East, because that's where we started, but increasingly we're spreading across the UK.

Here are a few of the principles that inform our work:

- There is a more human way to work to help people live the best lives they possibly can.
- Support others to have the courage to think differently and work differently.
- Get things right for the people first and create the conditions for people to feel motivated by their work.
- Value and trust people.
- Take the work seriously, but not yourself.
- Focus on trying new things and ensure we are always learning.

## Why are we looking for an Insights and Communications Lead?

We have learned a lot of interesting stuff over the past few years. We do a lot of ‘learning partner’ and ‘learning support’ work with other organisations and we talk a lot about the importance of sharing learning. Many of the new contacts we make come about because people have heard or seen an idea we’ve shared and been intrigued by it.

However, there’s so much more we could do. Historically, we’ve not been very good at sharing what we’ve learned publicly in a structured way. The irony is not lost on us. We need somebody to help us change that, to help us get our ideas, observations and intuitions out into the world. This will help us to bring new people into our work and to reach other thinkers and doers with whom we could learn. This is a brand-new role for us.

## About the job, about you

We’re looking for someone who can:

- Take our often countercultural, unorthodox ideas and put them out into the world in ways that find an appreciative audience.
- Work with colleagues to capture complex ideas from discussions and distil them into shareable pieces without dumbing them down.
- Ask great questions, help colleagues get to the root of what they want to share with the world.
- Contribute to the development of our thinking as a company, to challenge colleagues and with a willingness to be challenged.
- Participate in a range of company projects and experiments in order to gain insight into what we do and how we do it.
- Develop and execute strategic marketing plans that increase traffic to our website, publications or events, generating new contacts as well as encouraging repeat contacts.
- Manage the company website and social media channels with a strong focus on accessibility.
- Create a company podcast.

We’re looking for someone who is:

- An experienced comms professional, someone who is social media savvy and can write strong copy and copy-edit for others.
- Able to identify good forums for sharing our ideas and work out the best way to use them, in order to find like-minded folks and draw them into our work.
- Aligned to our ideals, our approach, our indifference to orthodoxy.
- Interested in and keen to learn more about systems thinking and systems change.

- Deeply invested in learning, unwilling to sit still, self-reflective, and as comfortable with uncertainty as any of us can be.
- Eager to work for a company that does things differently but doesn't pretend to have all the answers – we need your help finding more of those answers.
- Self-reflective, willing to put themselves out of their comfort zone, while also being deeply caring about people.

## The practical stuff

Part-time role - 3 days/week (CIA operates a 4-day working week so this is 0.75FTE)

Salary - £35,000 pro rata (£26,250pa)

Location – Home-based anywhere in the UK, with a willingness to travel occasionally. (We work from our spare bedrooms in the towering metropolises of Stockport and Gateshead, so as long as you live in the UK and have permission to work here, you can be based anywhere.)

Any questions? Email Abby on [abby@ciacic.com](mailto:abby@ciacic.com).

## Application process

### Optional: Pre-application

We'll be running a couple of Zoom Q&A sessions on the following dates:

- Wednesday 17<sup>th</sup> January from 12-1pm - Zoom link:  
<https://us06web.zoom.us/j/83540073543?pwd=UjROnJBnMUD0DTpi8d8nh8OzijiRXv.1>
- Thursday 18<sup>th</sup> January from 5-6pm – Zoom link:  
<https://us06web.zoom.us/j/84839768676?pwd=WlUpZkSDGizT9bREz1DXDlcbwE74mx.1>

If you can't make one of the Zoom sessions don't worry, it's just an opportunity for people to come meet us, get a feel for the company and what we're looking for. We won't factor attendance into the application process.

### Stage 1: Expressions of interest

We're **not** looking for a CV and standard cover letter!

Instead, please send us:

- 1) A couple of pages letting us know what's led you to apply for this role, what excites you about working with us, and what relevant experience you bring.
- 2) A short example of some comms you think CIA could put out into the world that demonstrates your comms ability. This could be a couple of tweets, a short article, or anything else you think is suitable.

**Deadline: 9am on Monday 29<sup>th</sup> January.**

Send your application to [jobs@ciacic.com](mailto:jobs@ciacic.com).

We'll send out outcomes on Wednesday 31<sup>st</sup> January. If you are successful at stage 1, we'll also send you the task for stage 2 on this date.

### Stage 2: Practical task

We'll send you the audio and transcript of a c.20 minute discussion about something we've been learning about. Your task is to turn it into a blog post, visual or video.

You'll have until **Wednesday 7<sup>th</sup> February** to complete the task.

We'll share outcomes by Friday 9<sup>th</sup> February. If you are successful at stage 2, we'll also send you a choice of times to join us for an interview.

### Stage 3: Interview

It's important to us that applicants feel a sense of agency in the interview process – we know how often this doesn't happen and how horrible interviewing can be as a result. We don't know exactly what we don't know about you, so we'll work to co-design the interview with you, using questions we have from your application so far but also inviting you to tell us what you want us to ask you.

Interviews will be held over Zoom in the **week commencing Monday 19<sup>th</sup> February**. We'll share outcomes by Wednesday 28<sup>th</sup> February.