

## **Head of Communications, The Coalition for Reform In Political Advertising Voluntary Role | Time Commitment Set by Applicant**

### **About the organisation**

In recent years, the rules designed to safeguard against the spread of disinformation and misinformation and to promote healthy political debate have failed to keep up with the pace of new communication technologies.

The Coalition for Reform In Political Advertising (The Coalition) is a non-profit and non-partisan organisation campaigning for the modernisation of the rules for political advertising. A key area for our campaign is to ensure that rules are put in place for material claims (or as the public would say rules to prevent lies) in political advertising.

The 2019 general election was certainly a good case study that demonstrated the urgent need for reform. Our review of political advertising over that period was widely reported in the media which you can read [here](#).

Since our campaign launched there has been significant progress towards our campaign objective including the Advertising Standards Authority for the first time stating in its annual report that “political advertising must be regulated” and the House of Lords Democracy and Digital Technologies Committee that we gave evidence to recommending all the stated aims of our campaign. We are looking to significantly develop the impact of our campaign in 2021 in the run up to the London Mayoral and local elections.

We are supported by various parties including the Green party, the Women’s Equality Party and the cross-party group Compassion In Politics. We are also supported by the trade body representing advertisers in the UK, ISBA.

We are run by unpaid volunteers which is why this is a voluntary role.

### **About the role**

You’ll be accountable for the organisation’s communications including marketing, social media and PR - working closely with the Directors to ensure our aims are communicated effectively. The role requires collaborative and organisational skills to coordinate internal and external communications.

Specifically, this role will be responsible for the following areas:

- Act as the ‘eyes and ears’ of the issue: ensuring that we know who is saying and doing what on this topic
- Ensuring that campaigning tools on our website (due to launch early in 2021) are deployed effectively to influence key stakeholders in Parliament and regulatory bodies
- External communications and PR to build awareness of the campaign
- Member and supporting communications, including maintenance of our newsletter
- Developing and maintaining our brand and establishing our ‘tone’

### **Role requirements**

We’re open to anyone who wishes to apply, although experience in the communications industry and working with multiple stakeholders is a must. We’re looking for someone who is committed to political advertising reform, and who is able to attend monthly phone-calls, quarterly meetings, and donate their time to deliver the role. Time commitment depends on the strategy set by the successful applicant, but will be a minimum of one day a week

**Application details**

To apply for the role, please send your CV, or LinkedIn profile, and a short covering letter including the level of commitment you'd feel comfortable making, to [alex.tait@reformpoliticaladvertising.org](mailto:alex.tait@reformpoliticaladvertising.org).

Please also feel free to get in touch with any questions you might have.

**The final deadline for submissions is Friday 12<sup>th</sup> February 2021.**