

Stop Funding Hate

Community Organiser (Digital)

Application Pack



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About you

Are you passionate about challenging racism and other forms of hate within the UK press? Are you keen to empower people from across society to come together and take action?

Do you have a passion for challenging hate, discrimination, and prejudice in the media? Are you driven to unite communities facing negative media attention?

Can you help strengthen our campaign with insights about the challenges faced by communities affected by media discrimination and racism?

Stop Funding Hate is looking for an outstanding Community Organiser to help build the fightback against racism, xenophobia, homophobia, transphobia, misogyny, anti-Traveller hate, Islamophobia and other forms of discrimination in the UK media.

If you have brilliant written and verbal communication skills and a strong track record in using digital platforms to develop online communities we'd love to hear from you.

About Stop Funding Hate

Stop Funding Hate is a people-powered, community-driven human rights campaign, based on a philosophy of open, inclusive and participatory campaigning.

Our aim is to make media hate unprofitable through:

- a) Community-driven online campaigning, mobilising consumer power to challenge toxic media by engaging with advertisers
- b) Building a strong and vibrant wider ethical advertising movement through knowledge sharing, capacity building and amplifying voices
- c) Direct engagement with advertising industry allies, charities and community partners to establish ethical advertising as a mainstream business ethics issue

Our core values are truth, campaigning effectiveness and human rights. We're committed to opposing all forms of discrimination, and ensuring that all our activities are in keeping with the Universal Declaration of Human Rights. We believe that those most directly affected by prejudice and hate are best-placed to identify it – and must be at the heart of efforts to push back. Stop Funding Hate is a non-partisan campaign, and our supporter community welcomes people from across the political spectrum.

Stop Funding Hate is committed to building a truly inclusive team and an anti-racist organisation. We absolutely welcome applications from people with lived experiences of identity-based discrimination within the media and wider society, who can bring insights into this role. We welcome applications from people from marginalised groups, particularly Muslim

people, people from Asian, Black, Gypsy, Roma, Traveller communities, disabled people, trans and non-binary people.

There's more information [on our website here](#).

About the Community Organiser (Digital) Role

Salary: £31,532 pro rata (3 days per week) - one year fixed term contract (with the aim to extend dependent on funding)

Stop Funding Hate works by building and organising online communities to take action together against media hate by harnessing our collective power as consumers. One distinctive feature of our work - and the key to our success - is that our campaign is driven and shaped by the Stop Funding Hate online community, drawing on the knowledge, concerns, creativity, and ideas of thousands of Stop Funding Hate supporters.

The Community Organiser (Digital) role is to develop an active and engaged community-driven campaign in a way which best reflects the concerns of our online community. The post-holder will use digital platforms and social media to build a strong sense of collective ownership over the actions that we are taking together.

The job requires an exceptional ability to listen, relate, engage, build relationships and enthuse people primarily via written exchanges within online discussion forums including our Facebook groups and pages, Telegram and WhatsApp.

Given the strong focus of this work on understanding and interacting with people through text-based media, outstanding written and verbal communication skills are therefore essential.

The post-holder will listen carefully to understand the issues that are of greatest concern to members of our supporter community and work with the team to ensure that the campaigning actions that Stop Funding Hate propose effectively address those concerns and maximise the impact of individual and collective consumer power.

The post-holder will be joining Stop Funding Hate at an exciting time as we work to build a larger movement of people and organisations, both in the UK and internationally. A key element of this is our new "How To Stop Funding Hate" knowledge-sharing programme, organising workshops, engaging with key campaigning partners and developing new online campaigning materials and resources. The post-holder will support the development and delivery of this programme.

A particular focus of this role is working in partnership with people from communities affected by hate and discrimination to challenge problematic media. We believe that those most directly impacted by prejudice and hate are best-placed to identify it – and their voices must be at the heart of efforts to push back.

We want to ensure that the work we are delivering, is informed by people with lived experience of identity-based discrimination. The post-holder must have key stakeholder management skills that will ensure that we are constantly in touch with the communities our work directly affects. Ideally the postholder will have experience of working with minority groups/communities in the UK, advocating alongside them to tackle discrimination in all its forms.

Job Description

To develop and mobilise the Stop Funding Hate community to use consumer power to challenge racism and other forms of hate in the UK media.

- Use Facebook groups and other online forums to build, engage and listen to the Stop Funding Hate community
- Manage and deliver the “How To Stop Funding Hate” knowledge sharing programme, including through developing online campaigning materials and resources, and running online and offline training workshops
- To work with the Stop Funding Hate team to design and deliver online campaigns and consumer actions which respond to the concerns of the supporter community
- To use community organising approaches to increase the scale and depth of engagement of the Stop Funding Hate supporter base and build relationships with groups and communities affected by media hate
- To write copy and create assets for digital campaigns
- To recruit, support, organise and manage Stop Funding Hate campaign volunteers
- To track, analyse and report on the success of campaigns and continually review approaches in response to this
- To assist with managing, moderating and monitoring Stop Funding Hate’s social media platforms, including developing our social media policies and community guidelines
- To assist with managing and updating the Stop Funding Hate website, ensuring it is an effective tool in our community organising approaches
- Represent the organisation as a participant or speaker at digital and live events

Person Specification

Essential

Approach

- A proactive and optimistic outlook
- Commitment to Stop Funding Hate's core values - including a commitment to equality and diversity, and opposition to all forms of racism and discrimination, including transphobia, homophobia, antisemitism, Islamophobia, and anti-Traveller hate
- Strong ability to empathise with others and understand the motivations and perspectives of people from a diverse range of backgrounds
- A team approach, with a willingness to work collaboratively and flexibly in a small, committed team

Knowledge and Skills

- A successful track record of community organising - including contributing towards the delivery of a successful community-driven campaigning strategy
- Successful track record of online community building and organising through Facebook, Twitter, Reddit or Instagram
- Experience of campaign management across digital channels, tools and social media, utilising a wide range of mechanisms and approaches, using data to inform decisions.
- Outstanding written and verbal communication skills in a variety of formats - including social media posts, training materials, supporter emails and website copywriting
- Strong interpersonal and relationship-building skills, including with supporters, funders and partner organisations
- Deep understanding of systemic racism within the media and wider society
- Deep understanding of the intersectional nature of discrimination
- Confident in public facing roles with excellent verbal communication skills, to represent Stop Funding Hate as an organisation in person and online
- Experience of successful partnership working in campaigns and/or projects

Desirable

- Lived experience of the impact of media hate and discrimination
- Experience of moderating and managing a Facebook group
- Experience of facilitating training workshops
- Experience of working with a supporter database
- A successful track record in trust or major donor fundraising
- In-depth knowledge of community organising theory

How to apply

Please apply by email with a CV, [equal opportunities form](#) and covering letter explaining how you meet the person specification and job description to recruitment@stopfundinghate.org.uk

Your application will be read using the person specification and job description to assess which candidates are suitable for the role, so please use these when writing your supporting information. Let us know which skills, experiences and knowledge you have which makes you particularly suitable for this role and give examples of this in practice. We'd love to know why you want to work for Stop Funding Hate and why you're interested in this role.

Closing date: 23rd August 2021

Interview date: interviews will take place via zoom on 9th September 2021

You can find out more about Stop Funding Hate's work [here](#), our core principles [here](#), and our Facebook community [here](#).

If you need to apply in a different format or have any questions about the application process please [contact us](#).

Every application will be read by at least two people, and at least one of whom who has lived experience of media hate and discrimination.

The interview panel will include members of the Stop Funding Hate team and board and someone who has lived experience of the impact of media hate.

Each applicant will also be required to take a short test before the interview takes place.