

Publica

COMMUNICATIONS ASSISTANT

About Publica

Publica is a research and urban design agency that works at a variety of scales, from the detailed design of a single street to setting the vision and strategy for an entire district. We are an ambitious and energetic company that advises local authorities, landowners, developers, architects and community organisations, both in London and abroad. Our projects are driven by rigorous analysis of place and context, combining active, in-depth fieldwork and documentation with an ongoing study of international best practice.

The team

Publica's team has detailed knowledge and understanding of urban conditions, coupled with a high level of technical expertise in the fields of public realm and urban design, strategic planning, research, film production, communications and graphic design. We place great emphasis on producing engaging, informative and accessible communications material as an integral part of our project work, in the dissemination of our research, and as a tool for advocating for a holistic, evidence-based approach to urban growth.

The position

We are currently looking for a Communications Assistant to support our Head of Communications with the coordination and delivery of Publica's communications and advocacy activities. This fast-paced role involves working closely with Publica's project teams, graphic design team, film unit, animation unit and research team to source content and collaborate on production.

The ideal candidate will have a passionate curiosity for issues relating to urban design, architecture, and the public realm, combined with a dynamic, proactive and creative approach to media and communications.

Key responsibilities

Social media

Assisting with the strategy, curation and production of Publica's content on Twitter, Instagram and Facebook, including planning social media content and delivery using Hootsuite or a similar platform, and monitoring the performance of our channels.

External presentations and client meetings

Assembling presentations and speaking notes for talks, seminars, panel discussions and meetings, coordinating logistics and IT set up, and ensuring that project teams are prepared with the appropriate company materials. Identifying relevant conferences and events for the team to attend, and opportunities to increase the visibility of Publica's work and practice to new and existing audiences.

Publica website and collateral

Updating all sections of the Publica website, including company profile, service areas, project descriptions and team bios, and drafting news items on company and project milestones, events, talks and publications. Ensuring that all written content is in line with Publica's house style and emerging communications strategy.

Image requests

Responding to external requests for Publica images, drawings and maps with our standard procedures for issuing usage terms, credits and captions. Making certain that external media and publications that use Publica content abide by the proper terms and conditions of usage.

Press and media coverage

Drafting press releases to news outlets and monitoring and maintaining a database of media coverage of Publica's work. Following relevant industry, client and competitor news, and cultivating a contact list of media contacts. Working closely with the Director's Executive Assistant and the Head of Communications to build our client intelligence and an understanding of the broader context surrounding Publica's project work.

Internal communications

Writing and sourcing features and updates for Publica's internal e-newsletter, and assisting with all other internal communications.

Quality and consistency

Developing and maintaining an up-to-date library that includes the company profile, key messages, project descriptions, team bios, images, videos, maps and drawings and associated captions and credits. Assisting the team with tenders and pitches by providing current company information quickly and efficiently. Ensuring consistency of content across all of our outputs.

Events and exhibitions

Celebrating Publica projects through assisting with the organisation and production of exhibitions, pop-ups, workshops, fundraisers, and other public-facing and internal events.

Additional responsibilities

- Attending and contributing to weekly communications meetings and all staff meetings
- Researching and optimising memberships and associations
- Ordering business cards and stationery

Experience and skills required

- Strong copy-writing and editing experience and a high attention to detail
- A proven ability to creatively and effectively use social media to communicate key brand messages to various types of audiences
- A relevant degree in journalism, communications, media studies, or a related field
- Comprehensive knowledge of PowerPoint, Illustrator, InDesign, Photoshop and MailChimp
- Experience using content management systems such as Word Press or similar
- Ability to prioritise tasks in order to efficiently meet deadlines, while working collaboratively and productively with all colleagues

Desirable experience and skills

- Experience of working in-house or for clients in the architecture/urban design/cultural sectors
- Experience in web design, video production or exhibition design
- Experience producing marketing collateral and undertaking research to build market intelligence

Salary

Negotiable, based on experience.

An initial three-month contract, with a view to a permanent position.

Hours

Full time, 40 hours per week.

Applications

To apply for this position, please send your CV, cover letter and two short writing samples to recruitment@publica.co.uk stating *Communications Assistant* in the subject line. Your cover letter should convey why you are interested in working at Publica, and what you hope to bring to the role.