

Communications Strategy Role

Greater Manchester Systems Changers

(Lankelly Chase)

October 2022

About the Greater Manchester Systems Changers ecosystem

Lankelly Chase has been involved in Greater Manchester place-based work since 2015. More recently, in 2020, a critical decision was made to devolve decision-making over strategy and resources to people locally, where Lankelly Chase is still present but in the minority.

The core team – otherwise known as GM Systems Changers - have lived and learned experience of systems of oppression. We are also members of active communities working at the intersection of class, climate, economic, gender, racial and social justice in GM and beyond. This core group have deep connections to local communities and grassroots collectives who are themselves subject to marginalisation by a violent and oppressive system. This core group is also temporary.

The main objectives and focus of our work have been to:

- Liberate and distribute resources to people in communities, organisations and networks who challenge injustice and create conditions for healthier systems to emerge.
- Support the critical connections between changemakers who want to, know how to and will be free to contribute to a liberated Greater Manchester which is healed by justice, equity, and inclusion.

Since 2020, we have supported over 40 grassroots collectives, community-led organisations and networks, charities, and social businesses. We also work in collaboration with the GMCA and local councils and councillors.

This collection of partners are amongst other things part of a learning community and are going through an appreciative inquiry process to decide what we really are and want to become. A network? A community? A movement? A self-organising ecosystem? Or something else entirely?

We hope by 2023, there will be different infrastructures and processes in place for partners to decide who, how, where and what resources are distributed within GM. We're already exploring this through alternative governance structures, self and community organising, participatory budgeting, transformative co-production, network building and weaving and an ongoing commitment to learning together and upskilling each other.

This work exists within the radical, creative, diverse and DIY culture synonymous with Greater Manchester.

This work also reflects the ideals of what a liberated Greater Manchester could look like if healing, equity, justice, and connectivity were the foundations of all of our communities. We collectively strive to create alternatives whilst systematically deconstructing the oppressive systems that keep us

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from surviving and thriving. These systems include neo-liberalism, capitalism and the systemic racial, class, gender and other marginalised identities and injustices that exist under them.

A bit about Lankelly Chase (LC)

Vision and Mission

Lankelly Chase are striving for a world healed by justice, equity, and inclusion. A world where all people can live with dignity and opportunity in supportive communities.

The mission is to challenge injustice and create the conditions for much healthier systems to emerge.

There is a particular focus on those systems that result in the mental distress, violence and destitution experienced by people who are subject to marginalisation in the UK.

More about how Lankelly Chase turns up in the work below

Values

Determined: Real change takes tenacity, kindness, and commitment. We work with humility and the knowledge that there are no simple answers.

Open: We want to nurture relationships based on shared humanity, kinship, and respect. We are always open to new ideas and evidence, and we share whatever we learn for the benefit of everyone.

Reflective: We want to find out what really works. We challenge assumptions and we use feedback as a powerful tool for learning.

System Behaviours

Hundreds of people have helped to identify some core behaviours that seem to account for positive, healthy change in any organisation, community, or system. They sit alongside our values, and they fall under three pillars: **PERSPECTIVE, PARTICIPATION** and **POWER**.

We seek to create the conditions for these behaviours to emerge and they also help guide us in how we turn up in the work itself. They aren't set in stone and should be regularly reflected on and adapted.

Read more here: <https://lankellychase.org.uk/system-behaviours/>

Communications Strategy Brief

We are all to some degree in denial of the systemic violence, unsustainability, entanglement, and magnitude of the interlocking crises humanity currently face under a neo liberal, patriarchal, colonial dominant world view. And yet, there are so many of us who are deeply committed to transitioning to a different future. A future where humans and more than humans can thrive in connection with each other and the planet. Place-based work reflects all these messy and complex denials. It also reveals that the future or alternate reality we want is already here and what we need to grow this reality exists between us. We need a communications strategy that understands and speaks to these realities whilst also shining a light on where and how change might be happening. Here's a list of some of the elements we 'think' we need whilst appreciating that we aren't experts in this field. What we actually need may be entirely different. There will be the support and the space to challenge and iterate on these!

- **FRAMING:** better framing of the political context we are working in which relates to why and how we are in such catastrophic and existential trouble.
- **ADVOCATING:** expressing our assumptions and stating who and what the GM Systems changers community are collectively building towards
- **ILLUSTRATING:** sharing the learning and amplifying relevant stories of how and where change may or may not be happening
- **INQUIRING:** creating feedback loops and a space for dialogue including surfacing new connections with parts of the system that is 'new' to us and creating connections with others (people who may or may not even call themselves changemakers) who are on a similar path to us.

Which may involve the following tasks:

- To develop a comms strategy that speaks to the points above
- To ensure this is creative and dynamic
- To implement and systemise this strategy
- To support us to develop our own 'story' which might include...
- **Advocating:** Our theory of change and the inquiries that underpin it such as:-
 - 'What does a liberated Greater Manchester look and feel like?'
 - How policy makers work differently to liberate resources to people subject to marginalisation?
 - How do we self-organise / govern ourselves?
 - What might a Universal Living Income strategy look like?
- **Illustrating:** the work of our partners and their stories of change across various social media platforms e.g. twitter take overs, blogs, Instagram etc and potentially commissioning work with them to share these stories
- **Identifying** how and when to keep people both within and outside of GM Systems Changers networks updated
- **Sharing a calendar of events** from training to learning to sensemaking with additional links to Placecal
- **Ensure consistency** in terms of voice, branding, messaging, and frequency of posting via digital channels including podcasting and video content
- **Identifying** if there are particular communication needs and tending to this.
- **Handle media enquiries** and create effective news releases to gain positive press coverage

Requirements

Essential

- Proven hands-on experience in communications strategy, implementation and content and social media management
- Excellent copywriting skills
- Confident communication skills on and offline
- Ability to deliver creative digital content (text, image, and video)
- Ability to source newsworthy content for our audiences
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of useful online marketing channels
- Familiarity with web design and management
- Analytical and multitasking skills

Be great if you had...

- An understanding of the following concepts intersectionality, systems of oppression and systems change.
- A passion for any or all the following: - climate, gender, economic, racial, and social justice.
- A moderate understanding of the third/philanthropy sector.

You will need to be...	How this shows up in the work
Values aligned to Lankelly Chase and Greater Manchester System Changers	The 'change we want to see' (above) sums up our organisational ideology. We use the System Behaviours as a guide to our behaviour and the processes we use. Our organisational values are 'open, reflective and determined'.
Reliable and delivery-focused	We need to be trusted by others and one way to do that is to deliver. For example, paying grants and contracts on time, getting back to people in a timely way.
Curious and able to critically reflect on your experience and assumptions	We work in an inquiring style, taking an action inquiry approach (a continual cycle of action, reflection, adaptation, and action). Our own values, assumptions and prejudices are part of what we need to reflect on in this work cycle.

<p>Organised</p>	<p>This is what allows others to engage with us and enables us to hold complex and multi-faceted programmes of work (for example, long term work with one funded partner has involved coaching and mentoring those leading the work, meetings with commissioners and other foundations, commissioning external specialist support and supporting the development of appropriate evaluation)</p>
<p>Willing to make space for others, not driven by ego</p>	<p>We work to create leadership amongst others, which requires us to sensitively balance when to lead and when to step back and support others to lead. Our egos cannot drive this analysis.</p>
<p>Committed to developing anti- oppressive practices</p>	<p>We all have to work on ourselves as well as the wider system because we are all part of the systems that need to change.</p>
<p>Cool headed</p>	<p>This work is experimental and sometimes stressful, and it involves emotions. You will also find yourself supporting others who are doing difficult work.</p>
<p>Keenly aware of the power dynamics inherent in working for a foundation</p>	<p>It is hard to hold the tension of trying to be an ally and partner in the work, while also representing an endowed foundation which is often resourcing that work.</p>
<p>Open to different perspectives</p>	<p>You can genuinely hear alternative views and recognise that the desire for change manifests in all kinds of people, in all kinds of positions, from community activists to senior local authority leaders. Some of our work involves supporting dialogue between very different people as they work out their contribution to change (one example is the Elephants project)</p>
<p>Genuinely driven by the need for deep social change</p>	<p>The work is hard, and slow, and often goes backwards as well as sideways and forwards. You won't see immediate results and sometimes it is hard to focus on longer term change rather than using resources to meet immediate need right now.</p>
<p>Flexible and adaptable</p>	<p>The work changes as we learn and Greater Manchester Systems Changers itself changes continually. For example, over the last five years, the way Lankelly Chase makes financial decisions has been gradually devolved down through the organisation from the Trustees into the field.</p>

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Duration of work: Starting one day a week for 12 months (with an assumption that the days may be split over hours or mornings, afternoons etc and that there may need to be some flexibility depending on project types)

Location: Work from home with flexibility to travel (to North of England.)

To apply:

Please send a full CV and portfolio of work to hello@afshandl.com

In a short covering letter, please give us a brief overview on why you think your skillset and experience is right for Lankelly Chase and Greater Manchester Systems Changers.

For any questions about the role, Lankelly Chase or Greater Manchester Systems Changers please email afshan d'souza-lodhi on hello@afshandl.com