

Head of Communications, Full Fact

Central London, £42,000-£52,000 depending on experience

Reporting to the Director, managing the communications team

Full Fact, the **UK's independent non-partisan** factchecking charity, is recruiting a Head of Communications.

It's a unique opportunity for a creative campaigner and experienced communications lead. Our award-winning factchecking team provides millions of people with accurate information on important debates through our website, other online channels, and the media.

You'll be responsible for the impact that work has: getting inaccurate claims corrected and changing attitudes and systems that help misinformation spread. **You'll mobilise and build public support to challenge inaccurate claims and the systems that make them easier to spread. You'll work with colleagues** to get our factchecking out to best effect online and through the media.

We're looking for someone who can refresh our communications and build on our unique strengths: a brilliant team with lots of ideas, our reputation for impartiality, and a product people crave—reliable information without an agenda.

Tackling misinformation is a globally-important challenge. Full Fact has a strong reputation and working relationships with parliament, government, the media, internet companies, and others. **You'll be responsible for overseeing all our communications and external relations and raising our profile along with our impact.**

Head of Communications is a key strategic role for Full Fact, which has recently grown to 20 staff including our world-leading automated factchecking team. As a member of **Full Fact's management team you will have an important role in the** general direction of the charity and in maintaining our standards of independence, accuracy, and impartiality.

It's a varied job with lots of opportunity in a supportive, ambitious and growing team.

If you are interested in applying but not sure you have all the skills, please do apply. We are open both to supporting learning on the job and to rearranging tasks within the team to suit the skillsets of the best applicant.

What we offer

Starting salary of £42,000–52,000 (plus pension) depending on experience.

25 days holiday plus bank holidays. We also close the office for a period between Christmas and New Year.

Comfortable and attractive office by St James Park and Piccadilly with good transport links.

Employee Assistance Programme.

Salary sacrifice schemes for education and training and for childcare.

To apply

Please email the Director, Will Moy, on jobs@fullfact.org in confidence with a CV and a covering letter.

We prefer to sift applications anonymously. Please use your initials rather than your name and leave identifying details such as email addresses off your CV and covering letter.

Applications close 10 am Mon 18 Jun.

Job description

You manage our communications including media and campaigns, digital, and external relations. You are responsible for getting the maximum impact from our factchecking work and for building and mobilising our supporter base.

You ensure we maintain the highest standards of accuracy and fairness, so that we protect and strengthen our reputation over the long term.

You run the communications team and are responsible for the wellbeing, management and development of its members. **As a member of Full Fact's management team, you have a responsibility for the charity as a whole.**

The team you'll be working with

Communicating is core to Full Fact's mission. It involves the whole team.

Our communications team includes a Senior Policy Officer who handles the follow up work from our factchecking and our work with government and parliament; a Communications Officer responsible for digital and supporter communications; and one vacant position which you will help to shape and recruit for to deliver your agreed plan. You will also be working with our Fundraising Manager who manages fundraising apart from individual and online donations.

The rest of our management team—the Director, Editor, Head of Automated Factchecking, and Research and Impact Manager—all have strong networks and regularly represent Full Fact to a wide range of audiences.

Other members of the team, especially the factcheckers, play a key role in our communications and especially our media work.

Outcomes

- Demonstrably maintain the highest standards of accuracy and fairness in all our external communications
- Develop and agree a communications plan to refresh the way we communicate, including how we will evaluate success
- Ensure that all staff are equipped to communicate effectively for Full Fact and use our brand well by developing guidelines, assets, and training
- **Oversee Full Fact's stakeholder plan and programme of engagement**
- Develop our systems and capabilities so that Full Fact is always ready to respond quickly to new opportunities across all our channels and audiences
- Work with the editorial team to get the maximum impact from our factchecks including reach online, media coverage including TV and radio, and follow up such as correction requests
- Support the Senior Policy Officer in building an evidence base from our factchecking so it is compiled, analysed, publicised, and acted upon to tackle misinformation most effectively
- Support the Communications Officer in engaging our supporters effectively and building our individual donor base

What we are looking for from you

Political impartiality and sensitivity

- You are committed to the political neutrality of our work and have a good understanding of impartiality (please see the rules on our website <https://fullfact.org/about/jobs/>)
- Strong understanding of public debate in the UK and sensitivity to the political context we work in

Communications leadership

- Strong audience advocate
- Track record of success as a communications professional—whatever your specialist skillset—and a strong grasp of the fundamentals
- Demonstrable ability to plan and execute successful campaigns using a range of communications channels and techniques
- Commitment to evaluation and effective use of insight and data to drive communications

Personal skills

- Strong analytical skills with a keen eye for detail
- Excellent communication in person and in writing
- Experience of representing an organisation at a senior level

Management skills and approach

- **You can run a team that's effective and happy (even if this is your first management job)**
- **Commitment to recognising and developing people's talent**

Case studies from our factchecking work

These case studies aim to give you a sense of the breadth of the work that comes out of our factchecks. You can also read round-ups of our [2017 election](#), [2016 EU referendum](#), and [2015 election](#) campaigns to see more of our communications work.

The Prime Minister's official correction on school capacity

In a **March 2016 Prime Minister's Questions**, the weekly debate between Prime Minister David Cameron and opposition leader Jeremy Corbyn brought forward the issue of teacher shortages and school capacity. The Prime Minister claimed that 453 fewer schools were operating at, or over, capacity than in 2010.

Full Fact got in touch with the Department for Education to query the figure. When it was **found it didn't match the official data**, Full Fact requested a revision. **Two days later**, the Prime Minister responded, issuing a public correction in Hansard, the report of parliamentary proceedings.

This wasn't the first interaction between David Cameron and Full Fact. A few months prior, he had referenced a Full Fact factcheck in Prime Minister's Questions to correct a Labour MP.

The Health Secretary publishes unreleased figures on mental health services in A&E

In November 2017, the Secretary of State for Health and Social Care Jeremy Hunt and the Royle Family actor Ralf Little had a heated debate on Twitter about the state of mental health provision in the UK.

Among several other claims, we looked into comments made by the Health Secretary about the roll-out of mental health crisis care in Accident and Emergency Departments, known as liaison services. When we scrutinised **the figures, we discovered that they hadn't** been published, which meant no-one could check the numbers.

We wrote to the UK Statistics Authority asking for their help in January, and they put pressure on the Health Department to release the figures. A week later, they were published by the Health Education England and NHS England.

As a direct result of Full Fact's work on the mental health Twitter debate, the NHS decided to reinstate a survey on mental health crisis care provision in A&E.

Labour claim about zero hours contracts

During the 2015 election, Labour leader Ed Miliband made a speech claiming that there **had been an 'explosion' of zero hours contracts, and that three times as many people** were on them than in 2010.

Statistics could **not show an 'explosion'**, because comparisons of zero hours contracts over time aren't reliable (as the ONS has made clear).

We put out a press release shortly after the Labour leader's speech, and it was widely quoted on Twitter by senior journalists such as Chris Giles. We appeared on Sky News, BBC

5 Live and Good Morning Wales to set the record straight, and our research was quoted in the Mirror, The Sun, The Daily Mail, the Guardian and the Independent.

Labour continued to push their case about employment insecurity, but stopped using the flawed claims about zero hours contracts. Our job was done: the political argument could still happen, but now it was now based on the facts.

The Trussell Trust corrects foodbanks claim

In 2015, a press release by foodbank charity The Trussell Trust was circulating, which claimed that one million people had used their foodbanks. Full Fact challenged The Trussell Trust to back this up, and the figures were found to be inaccurate - being much closer to 500,000.

Rather than publicly criticise the Trust for misrepresenting the data, Full Fact helped to stop the inaccurate figures circulating in the media. In working together for more accurate representation of the claim, Full Fact and The Trust cemented a good working relationship.

Our first set of newspaper corrections on special educational needs

In 2010 several news outlets covered an Ofsted report on special educational needs, inaccurately claiming that half of children identified as having special educational needs were misdiagnosed. The Ofsted report actually referred to half of all pupils identified for School Action (the lowest of three levels of need), not all SEN children.

Three out of four newspapers refused to correct their articles unless Ofsted contacted them directly, but Ofsted was unwilling to do this.

Full Fact asked for a question to be tabled in **parliament and Ofsted's response confirmed** that the figure used in the three news articles was incorrect. Despite this corrections were only secured via the Press Complaints Commission. Fortunately these corrections were **made before the Government's** green paper on SEN, helping to ensure that the decisions made were based on fact.

St John Ambulance claim on first aid

St John Ambulance ran a prime time ad during a Downton Abbey break **claiming that "first aid could help prevent up to 140,000 deaths every year. The same number of people that die from cancer." At the same time the charity was campaigning to get first aid onto the national curriculum.**

When Full Fact pushed St John Ambulance for evidence, they provided numbers but **refused to tell us how they reached them, citing their own 'medical experts' as a source.** We escalated the case to the Advertising Standards Authority regulator, which requires that **statistical claims be 'objectively substantiated'**.

The ASA initially decided that St John Ambulance were allowed continue using the claim. Full Fact then appealed, highlighting that this judgement recognised that was no proper research to underpin the claim. An independent reviewer then ruled that St John Ambulance were required to stop using the advert in that form.