



JOB DESCRIPTION
PRESS OFFICER / RESEARCHER

4th February 2021

Role: Press Officer / Researcher.

Location: Working from home while Covid restrictions apply, then working flexibly from a Central London co-working space.

Contract: Permanent, full-time.

Preferred start date: March 2021.

Deadline for application: 26 February 2021.

Summary

This is a great opportunity for a candidate who is outgoing, data literate and good at writing copy to join a thriving digital scale-up. You will have at least two years of experience in journalism, PR, research or policy. It's an outward facing role which requires responsiveness and professionalism. You will join a small, growing company with ambitious expansion plans and plenty of scope for career development as we evolve. The role offers a competitive basic salary in Year 1 with the prospect of annual salary reviews and either a performance-related bonus or equity incentives from Year 2 for high performers.

Company

Tussell fills the gap for useful and reliable information on UK public procurement, a crucial market that accounts for more than 10% of UK GDP. Post Covid and Brexit, public contracts and investment have never been more important to promoting an equitable national economic recovery.

We want to make the UK the easiest place in the world for companies to do business with government – through better insight. Our product is a subscription-based online market intelligence service. It works by collating open data on contracts and expenditure from hundreds of public sector sources and transforming it into decision-ready data, primarily for business development professionals. Our clients range from brand-name multinationals through to small companies and an increasing number of public bodies.

The company is founder-led and investor-backed. Spurred on by the growth of public contracting as the state expands, we saw record revenue growth in 2020. Unusually for a company of our size, we enjoy a high profile in the press: in 2020 our data was cited more than 150 times in the mainstream media as the market's trusted data source – underlining the relevance and interest in our dataset. Your job will be to take this solid foundation and grow our reputation even further.

Role

Now, following a period of significant expansion in Tussell's business despite the pandemic, we are looking for an experienced **Press Officer / Researcher**:

- **Goal:** To help us consolidate and grow our reputation as the media's go-to source of insight on public contracts.
- **Responsibilities:** Responding to media enquiries; building out new media relationships, especially with trade press; contributing copy for our external research and general marketing activities.
- **Success measures:** To maintain and increase the number of citations of Tussell in the media; to improve the quality of those citations by making our data more central to the story; to nurture new relationships with the trade press which result in regular data-led reporting; and to improve the quality of our marketing copy.
- **Outcome:** To raise awareness of and trust in Tussell in the market without ever jeopardising our reputation for data quality, reliability and impartiality.

Day to day tasks

You will report into Tussell's Head of Marketing and work closely with an existing Senior Researcher (who focuses on in-depth thematic research). Your day-to-day tasks will include:

1. Responding to media enquiries, turning around their requests for data/insight/quotes in a responsive and timely manner. Most of this research will be data-led and require the use of tools like Excel or Tableau.
2. Developing data-led story ideas and exploring other ways of working with the media proactively.
3. Building new relationships with trade media in selected sectors, with a view to collaborating with them on regular data-led reporting.
4. Supporting our general digital marketing activities with copy for online content for research reports, newsletters, blogs and social media.
5. You may occasionally be asked to take on bespoke research on behalf of paying clients or sales prospects.

Our ideal candidate

Literate in data and with a technical aptitude, you will also be good at writing copy and have flair for spotting a good story or editorial angle. You will be highly engaged with current affairs

and enjoy thinking of how our product could illuminate the economic or political news of the day. You will be happy building new and existing relationships. You will understand that being client-facing means handling varied, unpredictable and frequently urgent requests. You will be able to multi-task, manage expectations and stay calm under pressure.

Working with the media – or with clients generally – is not always about fulfilling their requests, it's also about understanding their needs. An important part of the role is discovering / listening to what the client is really solving for. What the client thinks they want isn't always what they need in order to answer their question. Sometimes this qualification process will require you to manage expectations, recommend alternative approaches or even push back on a request. This requires confidence, good judgment and excellent communications skills.

Experience

Essential:

- At least two years of experience either in journalism, policy, PR or research.
- Evidence of data literacy and competent knowledge of Excel.
- Evidence of writing good copy – including under time pressure.
- Familiarity with the UK political landscape.
- A strong academic track record.

Preferable:

- A network of journalistic contacts.
- Experience of data-led journalism or research.
- An understanding of policies, process and debates in UK public procurement.
- Experience with data visualisation software, e.g. Tableau, PowerBI.
- Experience working with or in the UK public sector.
- Active on social media.

Tussell's culture

The ability to learn fast, desire to get stuck in, and capacity to originate your own ideas soon after joining are part of Tussell's culture. Here are a few other qualities we value. You will:

- Be protective of Tussell's carefully-built reputation for data quality. We're seen as a reference source – so attention to detail matters.
- Be flexible and resilient – we're a fast-paced start-up and sometimes you will need the ability to stay calm under pressure/urgency.
- Seek constructive feedback – nobody's perfect, but it's good to learn from mistakes.
- Have a sense of accountability – if you told someone you're going to do it, do it. But don't be afraid to ask for help when you need it.
- Be empathic, easy-going and enjoy working in a team – we're a small, tight-knit team where everybody's contribution matters, and we help each other.

Compensation

Starting salary of £25,000 – 32,000 per annum depending on experience and skills. An annual salary review based on individual and team performance. Potential from Year 2 for inclusion in a bonus or option scheme for proven high performers.

Most of Tussell's management positions are occupied by people who previously joined at this level or earlier and have been promoted on account of their cultural fit and tangible impact. Scope for career development within Tussell could include more seniority, building and managing a team, or transitioning into a different function such as business development, product management, operations or strategy.

You can expect to work in an agile and respectful company where your contribution will be recognised. You will be supported and encouraged in your personal and professional growth, and you will be allowed to do your best work with autonomy and purpose.

How to apply

Submit your CV with a covering letter making the case for your suitability for the role to gus@tussell.com with the job role in the email subject by the 26th February. A cover letter is essential and generic ones will be ignored. We're more interested in understanding why you're excited about this particular role and what you could bring to the company than in a list of your past accomplishments.

Application process

The interview process will be as follows:

- An initial 15-30 minute screening phone call with Tussell's founder.
- Follow-up Zoom interviews with 2-3 members of our team.
- A potential short practical assignment to test your data-literacy and/or copy-writing skills.
- Reference checks.