Job Description

Senior Communications Officer

The Work Rights Centre is a charity dedicated to employment justice. Every week two multilingual teams of advisers in London and Manchester provide free and confidential consultations to vulnerable UK and EU nationals. We help beneficiaries access their employment rights when they have been breached, and equip them with the CV-writing skills to accede to better paid, more secure employment.

Over the past 4 years we have gathered a fantastic team of kind, competent advisers, who have assisted over 1,900 individuals in rebuilding their lives. Gradually, we are also accumulating the knowledge and resources to pursue our mission of ending in-work poverty through campaigning and policy change, with a view to enacting long-term change.

The time has come to make this good work visible. This is why we want to grow our comms team.

**About the Comms team**

The mission of the Comms team is to help the Work Rights Centre grow more visible. This is a chance to shape the voice and image of the charity. In practice, this means four things:

1. Developing our communications strategy.
2. Building our public profile and growing our supporter base.
3. Using social media to promote our service to people who may benefit from it.
4. Cultivating professional relationships with stakeholders across the third sector and local government.

All of these things take a great deal of creativity and care. We are looking for a team member who shares our passion for social justice, but who also trusts their voice as a storyteller and relationship builder.

**Responsibilities**

The responsibilities of this position revolve around the objectives of communication at the Work Rights Centre.

1. Developing our communications strategy.

The Work Rights Centre has gradually built an image and a range of relationships with like-minded charities, diplomatic missions, beneficiaries and followers. Much of this has happened organically. But we want to be more strategic about our communications. This is why we are looking for a big picture thinker. We want you to lead on this and:

* Understand the charity’s mission, activities, and whole range of stakeholders in depth;
* Keep an up to date map of the channels, media outlets and formats we need to engage with to reach those stakeholders;
* Draft key messages;
* Keep a calendar of key events to engage with;
* Liaise with the rest of the team to ensure that key messages are reflected across all of our communications.
1. Building our public profile and growing our supporter base.

We have just over 3,500 Facebook followers, and 600+ on Twitter. But we aim a lot higher. We want to widen our community, but also deepen our supporters’ engagement with our charity through donations, shares, and general awareness of our cause. We want you to lead on this.

* Find the story potential in our work - identify what will make a good case study, social media campaign, newsletter addition or press intervention;
* Create content - this could be case studies, articles, short videos, posts, graphics, and newsletters;
* Lead on dissemination - on social media, but also by establishing contacts with journalists;
* Monitor and ensure the growth of our visibility (with metrics such as newsletter subscriptions and followers), but also our engagement (with metrics such as number of donors and shares).
1. Using social media to promote our service to people who may benefit from it.

Outreach is a key part of our mission. We work with many vulnerable people, most of them migrants, who tend to look for information in peer-groups. Our colleagues in the service provision team actively share the graphics in language-specific migrant groups. We want your help to ensure that this happens in a timely and coordinated manner. In practice, we would like you to:

* Coordinate the weekly production of our multilingual infographics in Canva;
* Ensure their timely publication on our Facebook and Twitter channels (where the whole team will contribute to their sharing);
* Liaise with colleagues to ensure that they are shared;
* Monitor views and engagement.
1. Cultivating professional relationships with stakeholders across the third sector and local government.

To achieve this objective, we are looking for a team player who will assist the Director and Service Provision and Development Manager to:

* Understand stakeholders’ profile, identify shared interests and opportunities for collaboration;
* Reach out to new stakeholders and cultivate existing relationships with regular contacts;

Most of your everyday attributes will revolve around these objectives - together with some housekeeping duties (such as attending team meetings, small bits of admin etc). It is also likely that you will come to supervise colleagues and volunteers, as the comms team grows. Finally, as a key member of staff in a small organisation, we expect you to be flexible in supporting your manager and colleagues as needed. We put a lot of value on helping each other and working together as a team.

# **Key skills**

Being a Senior Communications Officer is fundamentally about being a successful storyteller and relationship builder. We are looking for a candidate who trusts their voice, and values the challenge of building something from the ground up.

More concretely, we are looking for someone with:

* A record of community building - we want to see that you have successfully generated interest about an issue you cared about (essential).
* A record of working in a professional comms environment (min 4 years).
* Excellent use of Microsoft Word, Excel, and Google Drive environments (essential).
* Experience using comms-specific software - e.g. Hootsuite, Mailchimp (essential).
* Excellent written skills - you will be writing posts, newsletters and articles (essential).
* Excellent public speaking skills - you may need to be the face of the Work Rights Centre, so we are looking for a confident public speaker (essential).
* An ability to see the story in public events, and identify opportunities for engagement (essential).
* An ability to manage your time effectively, plan your tasks, and keep on top of admin (essential).
* Basic design skills in Canva or similar (essential).
* Contacts across editorial boards (desirable).
* Video editing skills (desirable).
* Knowledge of employment, migration or social security (desirable).
* Knowledge of a language other than English (desirable).

If this sounds like you, please apply. Even if you are not sure that you meet every point, if you trust that you have a lot to offer this position and the Work Rights Centre, we want to hear from you. We are particularly keen to hear from you if you have lived experience of marginalisation. Much of our work is about opening access to justice, and building hope, among people who are mistreated by employers because of their class, their gender or sexual identity, their ethnic group, or migrant status. We want to place a real understanding of marginality at the centre of everything we do. So please apply if this is a story you can understand, and voice.

# **Pay and Schedule**

**Schedule.** The position is for 15h a week, starting in early February 2021. We will do everything possible to establish a regular schedule of work that can enable a good work-life balance. However, given the pace of comms work, flexibility is also key. You may be asked to join in events on evenings and weekends.

**Location.** For as long as the government recommends working remotely to prevent the spread of the coronavirus, we also work remotely. If and when the government position changes, you may be asked to come into the office.

**Pay.** The monthly gross salary for this position is £ 979, which amounts to £15/hour. Pro rata, this amounts to a FTE rate of £29,250/year.

**Duration.** This position is funded for a period of 12 months. The Work Rights Centre has every intention to continue supporting it, and will seek to extend this, subject to funding.

# **Line manager**

This position is managed by Olivia Vicol, who is the Charity Director.

**How to apply**

The deadline for applications is the **16th of January, 23:59**. Please email your CV to olivia.vicol@workrightscentre.org accompanied by a short cover letter with links (or attachments) illustrating your comms portfolio. These should include at least two of the following:

* An article you authored;
* A newsletter you sent out;
* A Canva (or similar) image you generated;
* A video you edited;
* A website or blog you wrote;
* A social media group or page you manage.

Shortlisted candidates will be contacted by email the week starting the 18th of January. Interviews will take place online the same week. The position starts in February. If you have any questions, please email Olivia with the subject line: Senior Communications Officer position.