

# Senior Communications Officer

Job Description and person specification

**Role title:** Senior Communications Officer

**Salary range:** £32,000 - £35,000

**Hours:** Full time (37.5 hours per week, with flexibility for an exceptional candidate)

**Contract:** Permanent (3-month probation)

**Annual leave:** 31 days (28 days + 3 days Christmas closure)

**Location:** London hybrid, with the option of remote-only work for an exceptional candidate.

**Reporting to:** CEO.

## About the Work Rights Centre

The Work Rights Centre is a charity dedicated to employment justice. Every week two multilingual teams of advisers in London and Manchester provide free, confidential advice to migrants and disadvantaged Britons. We help beneficiaries access their employment rights, secure their immigration status, and accede to better paid, more secure employment. We also produce public-facing materials such as FAQs, blog posts, infographics, and occasionally videos, which build public knowledge for the long-term.

Over the past 7 years, our dedicated team of advisers assisted over 5,000 individuals to rebuild their lives. Simultaneously, our researchers documented and exposed the structural drivers of migrant exploitation, in publications which were covered by the Times, the Guardian, and ITV. We couldn't have done it without an expert communications officer.

We are looking for an ambitious communications professional to continue to grow the profile of the charity. This is an ideal opportunity for a confident and technically savvy writer, who values the opportunity of working in a small but ambitious organisation, and the chance to use their talent to achieve real social impact.

## Our comms work

The Senior Communications Officer is a key position at the Work Rights Centre. Supervised by the CEO, but also working closely with our teams of researchers and advisers, you will be the main voice of the charity across a range of platforms. In practice, you will have the following key responsibilities:

1. Contributing to our communications strategy.
2. Leading on content creation to grow our public profile and supporter base.
3. Maintaining our marketing materials.

## Responsibilities

1. Contributing to our communications strategy.

The communications strategy sets out the long-term direction of our comms work. Starting with our charitable mission and our stakeholders, it captures what we'd like them to know, do, and think about, and proposes objectives and metrics against which to measure progress. We would like you to contribute to developing the strategy, and lead on its delivery. In practice, we'd like you to:

- Understand the charity's mission, activities, and stakeholder profiles in depth;
- Draft powerful key messages, that consistently reflect our calls to action;
- Keep a tidy calendar of events, that balances opportunities to act and react;
- Monitor metrics, and report to the CEO on progress against comms objectives.

2. Leading on content creation to grow our public profile and supporter base.

Over the past couple of years, we have built our profile across several social media platforms, and have established relationships with a range of journalists. We also have a steady stream of subscribers to our monthly newsletter. We'd like you to continue to grow our profile, and drive up engagement with meaningful content. In practice, we'd like you to:

- Find the story potential in our work - in conversation with our advice and research teams, identify what will make a good case study, social media campaign, newsletter feature or press intervention;
- Identify opportunities for meaningful reactive content to social and political events which affect our service users, and speak to our research priorities;
- Create and publish web and social content - this may range from case studies centred on our service users, to blog posts unpacking our research or reacting to big policy changes, social media posts, FAQs or Canva graphics with public legal information, and very occasionally videos;
- Pitch our key publications to journalists, fellow charities, and funders, as appropriate, to help amplify our message.
- Maintain good relationships with comms stakeholders.

3. Maintaining our marketing materials.

The charity has a number of Canva templates for digital assets, such as social media posts and banners, and print assets such as flyers, posters, and business cards. We'd like you to:

- Maintain and update our Canva templates;
- Occasionally place orders for print assets;
- Use your initiative to design or commission assets for particular events - such as London Legal Walk.

**Flexibility.** There is a lot to learn, and to offer, at the Work Rights Centre. The charity has grown substantially since our foundation in 2016, both in terms of casework, policy influencing, and media interventions. This relies on our ability to remain agile. We trust you to be responsive to our changing needs, and to adapt your workload and undertake any other duties that may be reasonably required.

## Person specification

Being a Senior Communications Officer is fundamentally about being an astute storyteller. We are looking for a candidate who understands the charity, trusts their voice, and can adapt their writing to our various channels. In practice, we will shortlist candidates with the following attributes.

### Qualifications

- Undergraduate degree in English, or a related discipline - preferred, but we'll consider candidates with extensive relevant professional experience.

### Knowledge and experience

- A record of working in a professional comms environment, ideally in a charity or think tank (min 4 years).
- A record of successful delivery against comms objectives on social media - we want to see that you have grown communities.
- A record of successful relationship building with traditional media - we want to see that you have managed to obtain quality coverage for an issue you care about.
- Experience using website and social media content management systems - e.g. Mailchimp, Buffer, and any website CMS.
- Experience of using google Analytics.

### Skills

- Excellent written skills - you will be writing posts, newsletters and articles.

- Excellent public speaking skills - you may need to be the face of the Work Rights Centre, so we are looking for a confident on-camera speaker.
- An ability to see the story in public events, and identify opportunities for engagement.
- Strong organisational skills, you will manage your time effectively, plan your tasks, and keep on top of admin.
- Excellent use of Microsoft Word, Excel, and Google Drive environments.

### **Personal attributes**

- A political thinker, you can quickly see how the charity can react to, and actively shape, the news agenda.
- Creative and empathetic, you can adapt your writing style to different audiences.
- Enthusiastic and proactive, you are self-motivated by a strong sense of justice.
- You have a real commitment to the aims and values of the Work Rights Centre.

### **Desirable**

- Contacts across editorial boards.
- Experience in the charity sector and/or a think tank.
- Lived experience as a migrant in the UK.

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, race, ability, their gender or sexual identity, or because of their 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.

## **How to apply**

The deadline for applications is the **13th of August, 23:59**. Please email your CV to [recruitment@workrightscentre.org](mailto:recruitment@workrightscentre.org) accompanied by a short cover letter with links (or attachments) illustrating your comms portfolio. These should include at least three of the following:

- An article you authored;
- A website or blog you write for;
- A social media group or page you manage;
- A press article, TV, or radio appearance you secured.
- A newsletter you sent out;
- A Canva (or similar) image you generated;
- A video you edited;

Shortlisted candidates will be contacted by email shortly after the deadline, and interviews will take place online. We are looking for a candidate who can start as soon as possible. If you have any questions, please email Olivia with the subject line: Senior Communications Officer position.

## FAQs

### **What are my professional development opportunities?**

The Work Rights Centre has a real culture for learning and upskilling. We have a dedicated training budget and encourage team members to attend training from reputable professional organisations.

### **What other benefits do staff get?**

We offer enhanced sick pay for up to 30 days, and have worked hard to secure enough funding to support all staff who wish to start families, by offering 20 weeks of enhanced parental pay.

### **How is the Work Rights Centre funded?**

Our main source of funding is grants from independent charitable foundations. Having started with zero capital in 2016, over the last years we have developed long-term relationships with some of the best-regarded funders in the UK, including Trust for London, Tudor Trust, the National Lottery, City Bridge Trust and many more. You can view a full list of our current funders on our [About us](#) page, and look up our financial record on the [Charity Commission's register](#).

### **How financially sustainable is the Work Rights Centre?**

The Work Rights Centre is on a path of significant financial and organisational growth. For the last six years we have consistently increased our income and the size of our team. In the last financial year ending March 2022, we have grown our funding by 16% and we are projecting to grow substantially this year. You can learn more from our previous years' accounts on the Charity Commission's register.

### **Where is the Work Rights Centre headed in the next couple of years?**

The Work Rights Centre has two strategic objectives for the next couple of years. First, consolidate our frontline work, by supporting more advisers to qualify as solicitors. Second, use frontline insights to formulate, and drive, an agenda for systemic change. In practice, systemic change means policy influencing, media interventions which raise the public profile of precarious work, but also strategic litigation.