

Job Description

Summary	
Job Title	Communications Officer
Department	Marketing & Communications
Location	Head Office, Manchester, UK
Job Type	Full time
Reporting To	Director of Marketing and Communications
Direct Reports	None
Job Purpose	<ol style="list-style-type: none"> 1. To develop and implement Hope for Justice's communications strategy in collaboration with the Director of Marketing and Communications and other relevant staff, ensuring that the charity effectively targets key decision-makers as well as targeted segments of the general public. 2. To raise awareness of Hope for Justice and its work through broadcast, print, social and online media in the UK and internationally, working closely with the Senior Designer.
Duties & Responsibilities	
<p>Strategy</p> <ul style="list-style-type: none"> • Collaborate with the Director of Marketing and Communications to develop and implement Hope for Justice's communications strategy. • Monitor and evaluate the impact of output in order to determine the effectiveness of communications strategies. • Contribute expertise in the areas of media and online engagement and public outreach to Hope for Justice's overall strategic communications plan. This will include creative oversight on campaigns or ideas for reaching new and current supporters. <p>Raising Awareness</p> <ul style="list-style-type: none"> • Raise public awareness and positively influence public opinion around Hope for Justice and combatting human trafficking. Including, overseeing Anti-Slavery Day campaigns. • Ensure that the Hope for Justice website is regularly updated and remains dynamic by posting articles, videos and other content, and by overseeing the quality of all website content. • Create and execute social media strategy and content through competitive research, platform determination, benchmarking, messaging and audience identification. Create and implement a regular posting schedule. • Ensure that all Hope for Justice creative output, including articles, briefing papers and key correspondence copy, is consistent with agreed brand guidelines. • Develop existing and new creative communication streams, including Hope News. • Develop and coordinate the content of public events, including the CEOs speaking engagements, Hope Conference, conferences at which other staff members speak and book tours. • Respond, or ensure that another staff member responds, to public enquiries about human trafficking received by phone, email or letter. • Become an advocate for Hope for Justice in social media spaces, engaging in dialogues and answering questions where appropriate. 	

Press

- Build relationships and contacts with relevant print, broadcast and online journalists in the UK and internationally.
- Review Hope for Justice's work and research regularly in order to identify potential stories, then undertake proactive media engagement, including writing press releases and pitching feature articles.
- Respond to all media enquiries in a timely and accurate fashion.
- Brief journalists as required and draft reactive statements and letters to editors.
- Organize press conferences as required.
- Produce media briefings for press conferences and events as required.
- Arrange media interviews for Hope for Justice staff and draft briefings for them when appropriate.
- Ensure that all Hope for Justice media coverage is recorded for dissemination to funders and for staff research purposes. Including developing and administering the necessary administrative systems for tracking all Hope for Justice's interactions with the press and members of the public.
- Offer periodic training to staff at Hope for Justice in media skills and dealing with the press more generally.

Fundraising

- Work closely with the Supporter Relations Coordinator to prepare mailshots, supporter newsletters, appeal letters/emails, social media campaigns and all other necessary correspondence for attracting and developing supporters.
- Contribute material concerning Hope for Justice's communications programme to funding proposals and reports where appropriate.

Collaboration

- Liaise with staff in the Advocacy department regarding potential stories and obtaining victims' consent for sharing information with the media.
- Manage the workflow to the Senior Designer from all other team members.

Person Specification**Experience & Qualifications**Essential

- At least 5 years' experience in communications (preferably in the not-for-profit sector) or journalism.
- Demonstrable interest in human trafficking and justice issues.
- Exceptional written communications skills, with the ability to adapt style to suit different communications media and audiences.
- Excellent interpersonal skills.
- Proven working experience in social media; in-depth knowledge and understanding of social media platforms, and how each platform can be deployed in different scenarios.
- Knowledge of online marketing and a good understanding of major marketing channels
- Ability to work on own initiative and as part of a team, and willingness to 'pitch in' as required in a rapidly growing organisation.
- Demonstrable experience of communicating complex and nuanced issues to the media.
- Basic understanding of, and willingness to learn about, complex legislative and policy developments.
- Willingness to work outside normal office hours and to be on call as required during evenings and at weekends to handle media enquiries.
- Educated to degree level or equivalent.

Desirable

- General understanding of the not-for-profit sector.
- Experience of working closely with fundraising teams.
- Enthusiasm for new opportunities presented by blogging and social media.
- Creative and innovative approach to communications and branding.
- Experience of web content management systems, ideally Wordpress.

Generic Competencies

These competencies are the core skills and behaviours that the job holder is expected to demonstrate and are mandatory for all roles within Hope for Justice.

- Team work/working with others
- Quality orientation/attention to detail
- Working with change
- Self development
- Problem solving
- Project management
- Planning & organising/time management
- Decisiveness
- Negotiating & influencing

Review

Date Completed	160701
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Approved By	Director of Marketing & Communications