



Job Description and Person Specification

Post Title:	Communications and Campaigns Officer
Contract Type:	Permanent
Hours:	Full Time (35 hours per week)
Salary:	£30-32k depending on qualifications and experience
Place of Work:	Hybrid (after probation period)
Responsible to:	Policy, Campaigns and Partnerships Manager

Job Purpose:

- Contribute to the communications, campaigns and public affairs work of Southall Black Sisters (SBS), particularly promoting the work of SBS to end all forms of violence against women and girls and raising awareness of support available.
- Play an active role in the development and delivery of a communications strategy and plan that promotes the mission, role, profile, services of SBS and delivers on members' and SBS's campaigning and policy priorities.
- Coordinate communications, campaigning and policy-based work and events.

Duties and Responsibilities

- Promote SBS's values, projects, campaigns and strategy by creating resources and utilising communication channels as required
- Support the team to build brand awareness and promote the SBS brand externally
- Produce and disseminate communications and promotional materials including information leaflets and other external communications
- Support the development and delivery of web and social media strategies and make best use of these channels to promote SBS and its priorities
- Monitor and engage via social media channels to maintain and enhance SBS's presence
- Draft policy briefs and press releases as required
- Organise and facilitate seminars and conferences and other appropriate initiatives on relevant issues and themes in partnership as required
- Raise public awareness of the existence and nature of all forms of violence against women and girls, the means of preventing it and the needs of survivors, particularly Black, minoritised and migrant women and girls
- Identify, develop and monitor opportunities for positive publicity for SBS, including public awareness and advertising campaigns for the organisation
- Represent SBS as required, contributing to meetings, partnerships and conferences as requested
- Contribute to the development and delivery of SBS's policy and campaigns work
- Monitor and communicate the effectiveness and success of SBS communications, provide updates, reports and monitoring data to line managers, senior management team and the Executive Director as required
- Foster positive relationships with relevant stakeholders to keep them informed of SBS's work and communications priorities
- Foster relationships across SBS teams to enable the role to promote activities,

resources and services for the whole organisation

- Enable SBS stakeholders to access relevant information, guidance and resources to engage with social media, improve their communications and promote their services.
- Maintain up to date knowledge on issues relevant to the position by undertaking training as identified in supervision and appraisal meetings
- Contribute to and assist in the facilitation of training/ community engagement events to relevant professionals, statutory and community organisations
- Provide information, as required, for monitoring, evaluation, policy, research, and training purposes

General Responsibilities

- Maintain clear and adequate records of work done and produce reports on work programs and activities as required
- Be responsible for individual work plan activity and work with the team manager to set and agree on clear objectives, as well as regularly monitor performance against workplan requirements
- Be responsible for personal learning and development and keep up to date on research, relevant legislation, policy and practice, and other literature relevant to the role
- Participate in supervision, training and meetings as required, and assist in the development of services in line with agreed development plans
- Carry out word-processing, filing, and administrative tasks necessary to comply with the job description
- As needed, assist in the organization of SBS conferences and or events
- Adhere to SBS's policies and procedures and ensure awareness and integration of an equalities and human rights agenda in all areas of work
- Ensure compliance with all legal and contractual reporting requirements in relation to communications and campaigns work
- In conjunction with Line Manager and Head of Service, attend and contribute to team/staff meetings, supervision/appraisal and other meetings as appropriate
- Undertake any additional duties to contribute to the smooth running of the SBS centre, services, projects and campaigns.

It is essential to the development of SBS' service delivery that the post holder is able to respond flexibly to changes in the requirements of this post. This job description is therefore a guide and not an exhaustive list of all responsibilities the post holder may have over time.

Person Specification

Your application should give clear examples of experience, knowledge, skills, and abilities you have gained in both paid and/or unpaid (volunteer) work in relation to the Person Specification criteria.

Specification	Essential or Desirable
Qualifications and Experience	
Working in a communications or campaigning role, or demonstrable transferable experience/qualifications.	E
Experience of developing and delivering communications materials and information for wide and targeted audiences.	E
Experience of using multiple social media platforms and websites to communicate clear and accessible messages and promote activities.	E
Experience of working across teams or with multiple stakeholders to coordinate the production of communications.	E
Experience of supporting the delivery of in person and virtual events with multiple contributors.	E
Experience of demonstrating impact in a communications or campaigning role.	D
Knowledge	
A good understanding of the experiences and needs of women and children affected by violence and abuse, honour-based abuse and the immigration system.	E
Understanding of the role of awareness raising in informing communities and enabling prevention and early intervention.	E
Understanding of intersectional feminism and how it would apply to a communications and campaigning role within a women's charity.	E
Understanding of the use of branding and marketing to promote services, social change messages and/or engage audiences in activities.	E
Knowledge and understanding of the work of SBS.	E
Skills	
Excellent written and visual communication skills.	E
Ability to produce attention grabbing content for social media and other outlets	E
Ability to effectively build relationships and work with colleagues and external contacts to enable delivery of outcomes	E
Strong IT and web skills, including use of social media platforms such as Twitter, Instagram, Facebook, LinkedIn and management platforms such as Hootsuite and Google Analytics.	E
Solution-oriented with a proactive and positive approach.	E
Ability to be responsive to competing and conflicting demands and adapt to change.	E
Ability to work on own initiative and prioritise own workload.	E
Other	
Commitment to anti-discriminatory practices and equal opportunities as well as the ability to apply an intersectional approach to all areas of work.	E
Commitment to the values, vision and mission of SBS.	E
Willingness to attend occasional evening and weekend meetings.	E