



Job Description and Person Specification

Post Title:	Media and Communications Officer
Contract Type:	Fixed Term (until 31 March 2030), subject to continued funding
Hours:	Full Time (35 hours per week)
Salary:	£32,480 - £37,480 (depending on qualifications and experience).
Place of Work:	Southall (up to 2 days WFH)
Responsible to:	Communications, Campaigns and Strategic Litigation Manager

Job Purpose:

The postholder will play a key role in advancing the communications, campaigns and public affairs work of Southall Black Sisters (SBS), strengthening the organisation's public profile and amplifying its mission to end violence against women and girls (VAWG), particularly as it affects Black, minoritised and migrant women.

The role will support the development and delivery of strategic communications and campaigns that promote SBS's services, policy priorities and advocacy work, with particular attention to immigration and no recourse to public funds (NRPF). Working collaboratively with SBS colleagues, project partners and, where appropriate, victim-survivors, the postholder will help ensure SBS's communications are impactful, ethical and grounded in lived experience.

Through creative and strategic use of digital, media and public-facing platforms, the postholder will contribute to raising awareness, influencing public discourse and strengthening protections and rights for Black, minoritised and migrant victim-survivors.

Duties and Responsibilities

1. Communications and Campaign Delivery

- Plan and support the delivery of communications and campaigns that promote SBS's strategic priorities, services and advocacy work.
- Develop and implement digital communications strategies across SBS's online platforms, including the website and social media channels, to increase reach, engagement and impact.
- Research, create and publish high-quality content for SBS's digital platforms (including Facebook, X/Twitter, Instagram and LinkedIn), including writing, scheduling and designing visual content, and maintaining a digital communications calendar.
- Maintain and regularly update SBS's website, including oversight of online shop content and promotional materials, improving accessibility, visual appeal and clarity of content, and ensuring alignment with SBS's campaigns and public messaging.
- Identify and develop opportunities for public awareness, publicity and campaigning activity aligned with SBS's mission and priorities.

2. Media and Public Relations

- Draft press releases, public statements and external communications in collaboration with policy and legal colleagues, ensuring accuracy and consistency with SBS's position.
- Build and maintain effective relationships with journalists, media contacts, and communications colleagues in partner and allied organisations to secure positive, ethical and coordinated media coverage.
- Monitor media coverage and public discourse relevant to SBS's areas of work, supporting timely and appropriate responses where required.
- Represent SBS externally at meetings, seminars, conferences and public events, in relation to communications, media and campaign activity, and in coordination with policy and legal colleagues where appropriate.

3. Monitoring, Evaluation and Learning

- Monitor and evaluate the reach, effectiveness and impact of SBS's communications and campaigns, across digital, media, and public platforms.
- Produce communications reports, updates and monitoring data for the line manager, senior management team and Executive Director as required.
- Provide communications-related data and information to support policy development, research, training and funding requirements.

4. Collaboration and Organisational Support

- Coordinate with colleagues across SBS to ensure communications activity promotes organisational services, resources and priorities in a consistent and strategic way.
- Maintain effective communications links with external stakeholders and partners to support joint campaigns, initiatives and information-sharing.
- Support SBS's stakeholders and partners to access relevant information, guidance and resources to strengthen communications and engagement activity.
- Contribute to the organisation and promotion of seminars, conferences, training and community engagement events, including providing communications support for delivery where appropriate.

5. Professional Development

- Maintain up to date knowledge of issues relevant to the role, including VAWG, and immigration-related issues, through ongoing professional development.
- Undertake training and learning as identified in supervision and appraisal processes.

6. General Responsibilities

- Promote and reflect the values of Southall Black Sisters in all areas of work, including respect for the rights, dignity and agency of Black, minoritised and migrant women and girls.
- Actively uphold SBS's core values, including anti-racism, secularism, intersectional feminism and a commitment to human rights and social justice.

- Adhere to SBS's policies and procedures, including those relating to equality, safeguarding, confidentiality, health and safety and data protection.
- Participate in supervision, appraisal, training and team meetings as required, contributing to organisational learning and service development.
- Work collaboratively with colleagues across SBS and with partner organisations, contributing to a positive and inclusive working culture.
- Undertake any other reasonable duties appropriate to the post and contribute to the smooth running of SBS's services, projects and campaigns.

Person Specification

Your application should give clear examples of experience, knowledge, skills, and abilities through paid and/or unpaid work (e.g., volunteer or campaigning).

Key:

E = Essential (must have criteria)

D = Desirable (criteria that will strengthen your application)

*** = Criterion used for shortlisting**

Qualifications and Experience		
Specification	E/D Shortlisting	Assessed Via
Experience of working in a communications or campaigning role, or demonstrable transferable experience and/or qualifications.	E*	Application & Interview
Experience of developing and delivering communications materials campaigns and information for both wide and targeted audiences.	E*	Application & Interview
Experience of using multiple digital platforms, including websites and social media, to communicate clear, accessible messages and promote activities.	E*	Application & Interview
Experience of maintaining, updating and enhancing websites.	E*	Application & Interview
Experience of working across teams and with internal and external stakeholders to coordinate the production and delivery of communications.	E*	Application & Interview
Experience of supporting the delivery of in-person and virtual events involving multiple contributors.	E	Interview
Experience of demonstrating impact in a communications or campaigning role.	D	Interview
Experience of monitoring, evaluation and learning within a communications or campaigning context.	D	Interview
Knowledge		
Specification	E/D Shortlisting	Assessed Via

A strong understanding of the experiences and needs of women and children affected by violence against women and girls, including domestic abuse, harmful practices (such as “honour”-based abuse), institutional racism, and the immigration and asylum systems.	E*	Application & Interview
Understanding of how strategic communications can be used to support mission-driven campaigns and advocacy.	E*	Application & Interview
Understanding of intersectional feminism and how it applies to a communications and campaigning role within a charity context.	E*	Application & Interview
Understanding of the use of branding, messaging and marketing to promote services, social change and public engagement.	E	Interview
Knowledge and understanding of the work, values and mission of Southall Black Sisters.	D	Interview
Skills		
Specification	E/D Shortlisting	Assessed Via
Excellent written and visual communication skills, with the ability to produce clear, engaging and accessible content.	E*	Application & Interview
Ability to produce compelling and attention-grabbing content for social media and other digital platforms.	E*	Application & Interview
Ability to build effective working relationships with colleagues and external contacts to support delivery of communications outcomes.	E*	Application & Interview
Strong IT skills, including use of social media platforms (e.g. X/Twitter, Instagram, Facebook, LinkedIn, TikTok) and design, scheduling and analytics tools (e.g. Canva, Photoshop, Hootsuite, Google Analytics).	E	Interview
Strong organisational skills, with the ability to manage competing priorities and meet deadlines.	E	Interview
Adaptable and solution-focused approach, with the ability to respond positively to change.	E	Interview
Ability to work independently and prioritise workload effectively.	E	Interview
Other		
Specification	E/D Shortlisting	Assessed Via
Commitment to anti-discriminatory practice, equality and applying an intersectional approach across all areas of work.	E*	Application & Interview
Evidence of commitment to the values, vision and mission of Southall Black Sisters.	E*	Application & Interview
Willingness to attend occasional evening and weekend meetings or events.	E	Application & Interview

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 postholder may have over time.

This vacancy is open to Black and minoritised women only, in accordance with the Equality Act 2010, Schedule 9, Part 1, due to the nature of the role and the work of the organisation.

We reserve the rights to close this advert early if we receive a high volume of strong applications, so we encourage early submissions.