

## JOB TITLE: Communication and campaigns manager

### Conditions of employment

- Salary:** Pro rata £35,745 pa (pro rata, inclusive of London Weighting - £30,640 pa).
- Hours:** Four-day-a-week post - 28 hours per week. We offer flexible working around the core hours between 10am and 4pm Monday – Thursday.
- Period:** The post is offered for a one year period, with potential extension.
- Location:** Remote working role with occasional in-person meetings as required.
- Holidays:** Pro rata 25 working days per annum, exclusive of public holidays

See <https://www.advicenow.org.uk/lawforlife> for more details about Law for Life.

### Recruitment advert

Law for Life is looking for a talented and experienced communications expert to amplify our work across a range of media platforms and to develop our campaigns strategy and impact.

As communication and campaigns manger you'll play a critical role in raising the profile and footprint of Law for Life. You'll create campaign ideas, partnerships, content, that get widely noticed and talked about online, in the press and local community. You'll nurture and manage a strong network of relationships with the media, local and campaigning organisations, influencers, and funders, and also grow the reach and engagement of our channels. Working with the education and information teams, you will also plan and implement communications campaigns to raise awareness of the organisation's activities and publications on issues including housing, welfare, and protest.

This role reports to the Head of Communications, and works as part of a positive and dedicated team serving a million people each year.

The post is currently funded for a minimum of one year our aim is for the post to become permanent.

### 1. MAIN PURPOSE AND DESCRIPTION OF JOB

To develop and deliver high impact communications and campaigns about rights and the law to the public and wider stakeholders. To support the production and updating quality content about the organisation and the resources it provides. To increase our reach by promoting the organisation via a range of communication methods.

## 2. POSITION IN THE ORGANISATION

Reports to: Deputy Chief Executive Officer and Head of Communications

Responsible for: Legal information and communications support

## 3. DUTIES AND MAIN RESPONSIBILITIES

### Press

- Lead the proactive and reactive promotion of Law for Life's work across the media.
- Act as a first point of contact for media enquiries, ensuring Law for Life is able to maximise both proactive and reactive influencing opportunities.
- Identify appropriate media outlets, timings and nature of approaches to launch the varied range of Law for Life campaigns and research across press and broadcast.
- Write and distribute press releases, blogs and statements as needed.
- Develop a network and database of media, politics and public affairs contacts.
- Improve Law for Life's visibility by strategically securing media coverage both for and in between research, policy and campaign launches.
- Independently maximise the influence of Law for Life in the UK press.
- Support and brief spokespeople, and arrange media training for staff as required.
- Monitor press and media coverage and keep the team informed and updated.

### Digital

- Develop, manage and update content for the website.
- Responsible for day-to-day content production for Law for Life's social media channels.
- Contribute to the development and implementation of digital communications strategy.
- Monitor the performance of digital content using analytics tools.

### Brand

- Support Law for Life's brand management initiatives.
- Help maintain and build Law for Life's reputation as the leading public legal education provider in the UK.

- Contribute to the intellectual capital of Law for Life via blogs, staff meetings and away days and by supporting colleagues as required.
- Identify and manage areas of reputational risk.

#### Other

- Help market and publicise influential events and research publications.
- Provide creative, editorial and operational support for projects across Law for Life.

## PERSON SPECIFICATION

This person specification sets out the essential and desirable qualities we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria.

- An enthusiastic, entrepreneurial, proactive and tenacious person with good judgment.
- Experience of developing and implementing communications campaigns in relation to advocacy, fundraising, and marketing
- Excellent written communication skills, able to confidently copy-write and edit under pressure while maintaining consistent attention to detail and legal accuracy.
- Has demonstrable experience of producing high quality, creative content for a variety of media channels including Facebook, Twitter and LinkedIn.
- Good understanding of social media and website analytics.
- Experience managing proactive and reactive media opportunities.
- Highly organised and able to manage a varied workload, such as the planning and execution of numerous simultaneous launches.
- Retains knowledge of and active interest in politics, policy making and journalism - keeping abreast of relevant political debates.
- Able to capture complex research findings to present to a variety of audiences, using accessible and impactful language for media consumption.
- Strong interpersonal skills; able to build and manage fruitful relationships with information-rich, time-poor senior stakeholders.
- Experience producing events (desirable).
- Experience of working in a policy environment, think-tank or related charity (desirable).
- Experience using MailChimp, Eventbrite, Microsoft Office/G-Suite and media monitoring sites (desirable).