

## **JOB DESCRIPTION AND PERSON SPECIFICATION**

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| <b>Job Title</b>          | Communications and Media Officer   |
| <b>Hours of Work</b>      | 35 hours per week<br>The job may involve working out of hours and time off in lieu will be taken by arrangement with the Manager |
| <b>Salary</b>             | £28,000 (Prorated for part time staff)   |
| <b>Length of Contract</b> | Fixed term contract till March 2025 with 6-month probation period  |
| <b>Accountable to</b>     | Director   |
| <b>Pension</b>            | Workplace pension  |
| <b>Location of work</b>   | London office/Hybrid working   |
| <b>Annual Leave</b>       | 25 days per annum  |

### **Introduction:**

The Asian Women's Resource Centre (AWRC) is a feminist organization whose values are founded on commitments to human rights, anti-discrimination and freedom from oppression. We endorse global evidence that violence against women, domestic abuse and sexual violence is gendered, a cause and consequence of the unequal position of women and girls in society, a violation of human rights, and is entirely preventable.

### **Main Duties**

This is a new and exciting role within the organisation funded by Esme Fairbairn Foundation for a partnership project between AWRC and Standing Together against Domestic Abuse (STADA). The Communications and Media Officer will co-ordinate all internal and external communications using a wide range of media channels, including social media platforms. The postholder will raise AWRC's profile among key audiences: service users, partners, donors, funders, and policy makers, building awareness of the impact of our work and leading to increased supporter engagement and greater financial support. They are the guardian of the AWRC brand and will lead on developing and disseminating key messages.

### **Service delivery and impact measurement**

- Devise a communications strategy which aligns with AWRC's business objectives.
- Develop and co-ordinate improved internal communications, working closely with case-workers, the Community Development Officer and Managers.
- Create and make effective use of a range of marketing, social media and communication tools to promote activities and events.
- Utilise media tools to promote widespread understanding of the charity and its impact.
- Develop and manage AWRC's website – creating, preparing and presenting engaging, accurate and impactful content.
- Initiate focused campaigns to promote increased funding and other strategic objectives in line with agreed business plan priorities.

- Promote the Independent Domestic Violence Advocate harmful practices training.
- Publish a monthly newsletter/bulletin for stakeholders to promote the work of AWRC.
- Promote services through copy to for a variety of sources including our website, social media and newsletters.
- Create and circulate press releases to promote services and campaign messages.
- Build and develop a collection of success stories, case studies, reports and other communications which illustrate the outcomes of the work of the charity.
- Explore and pilot new ways to promote our services to women who currently don't use our services, including using digital media.
- Promote training events, conferences, seminars led by AWRC.
- Co-ordinate external communications around key events in the broader Violence Against Women campaign, including International Women's Day, 16 Days of Activism Against Gender Based Violence.
- Build and maintain positive relationships with local, regional and national media contacts and journalists.
- Develop and adapt messaging for specific audiences.
- Work closely with Senior Management Team on matters of reputation management and crisis communications planning and responses.
- Recruit and manage communications volunteers as required.
- Monitor, analyse and report on the effectiveness of AWRC's digital communications.
- Support the delivery of publications, including research reports, Annual Report, policy publications.
- Develop AWRC brand guidelines in line with equality, diversity and inclusivity principles and ensure these are followed within all published materials.
- Ensure all content meets the highest standards of integrity, authenticity and consent.
- Work closely with the Community Development Officer Organize to support group activities and any other internal and external events when required.
- Attend meetings as required by the Director, take minutes where requested and file accordingly.
- Manage media enquiries from members of the public, journalists, media outlets etc. ]

***It is essential to the development of AWRC's 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

**E = Essential**

**D = Desirable**

### KNOWLEDGE AND QUALIFICATIONS:

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|---|---|---|
| 1 | Current knowledge of communications strategies and tools, preferably gained in a third sector/charitable organisation, and how varied approaches can achieve effective engagement and change. | D |
| 2 | A good understanding of the issues affecting women experiencing domestic abuse both directly and indirectly.  | E |
| 3 | An understanding of how data protection and confidentiality applies to this role.   | E |
| 4 | A commitment to upholding the policies, procedures, and values of AWRC and a commitment to ensuring Equality of Opportunities in all areas of practice and performance.                       | E |

### EXPERIENCE :

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|----|---|---|
| 5  | A commitment to upholding the policies, procedures, and values of AWRC and a commitment to ensuring Equality of Opportunities in all areas of practice and performance. | E |
| 6  | Direct and demonstrable recent experience in a communications role.   | D |
| 7  | Experience of managing an organisation's website and using content systems and applications.  | E |
| 8  | Experience of communicating clearly, concisely and diplomatically with a wide range of people verbally, online and in person.   | E |
| 9  | Experience of working in partnership with a wide range of external stakeholders through multiple channels, including reports, newsletters, social media.                | E |
| 10 | Experience of organising and prioritising a complex workload, working to tight deadlines and being self-servicing.  | E |
| 11 | Ability to speak a community language would be useful.  | E |
| 12 | Good analytical and problem-solving skills.   | D |
| 13 | Good administration and ICT skills.   | E |
| 14 | Direct and demonstrable recent experience in a communications role.   | D |
| 15 | Experience of managing an organisation's website and using content systems and applications.  | D |

### SKILLS AND ABILITIES:

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|----|---|---|
| 21 | Excellent writing and listening skills and the ability to communicate well with a wide range of people of all ages and backgrounds. | E |
| 22 | Excellent interpersonal skills including the ability to work proactively as part of a team and collaboratively across teams.        | E |
| 23 | Flexible, proactive approach and a good ability to prioritise work.   | E |
| 24 | Good data collection, monitoring and IT skills, including word processing and using databases and spreadsheets.                     | D |
| 25 | Ability to improve existing systems and introduce new processes where necessary.  | E |
| 26 | A flexible, proactive approach and a good ability to prioritise work.   | D |

**GENERAL REQUIREMENTS:**

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| 37 | Clear boundaries and a willingness to accept line management and make effective use of supervision.   | E |
| 38 | A good understanding of the importance of confidentiality and anti-discriminatory practice, safe practice and health and safety procedures.   | E |
| 39 | A good understanding of intersectionality and equal opportunities.  | E |
| 40 | Able to demonstrate a commitment and sensitivity of the aims and objectives of AWRC to BME women, children's and young people's rights and to work within AWRC's framework and its core values. | E |
| 41 | Willingness to carry out the policies and procedures of AWRC and to work to agreed guidelines and codes of conduct.   | E |
| 42 | Willingness to carry out the policies and procedures of AWRC and to work to agreed guidelines and codes of conduct.   | E |
| 43 | Willingness to travel and work occasional unsocial hours as required.   | E |

*This post is open to \*female applicants only as being female is deemed to be a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.*

*Asian Women's Resource Centre is committed to equality and diversity and strongly encourages applications from women with disabilities, BME backgrounds, the LGBT community, and with personal experience of the criminal justice system, as these groups are currently under-represented in our organisation.*