



Application Pack

Media and Communications Officer Full-time permanent role

About us

The Lucy Faithfull Foundation is a pioneering child protection charity whose vision is to create a world in which children's rights to live free from abuse and exploitation become a reality. We run the Stop It Now! helpline and campaign.

Our mission is to prevent sexual abuse from happening by working with those perpetrating it, those affected by it and with protective adults who can keep children safe. Over the years we have developed the knowledge, skills and expertise to take on this challenge.

We are the only UK-wide organisation dedicated entirely to preventing child sexual abuse and have been doing so since 1992.

We do this by working in partnership with government, charitable trusts, voluntary and statutory agencies, the private sector and the public.

We also contribute to the evidence base and knowledge of sexual abuse and use this to influence public policy.

About the role

This is a new role within a small communications team that is always busy and punches above its weight. As a communications all-rounder, you will report to the Media & Communications Manager and work closely with all others in the team.

You will deliver and refine key media and communications aspects of several large projects vital to the Foundation's success, raising awareness of our work and achieving real impact to prevent offline and online child sexual abuse.

You will be an adept media officer, driving press coverage for our helpline and teams in Scotland and Wales. You'll be a canny digital operator and know how to get the best out of websites and organic social. And you'll be at home planning and delivering strategies to make sure that the audiences who our Stop It Now! helpline needs to reach know about us.

You will be data-led and use analytics and stats to show impact, and to evaluate, review and improve communications across the organisation.

What you'll get from us

You will be part of a national charity and campaign that delivers and makes a difference to society and individuals, and protects children.

In the last year alone, we successfully undertook a major website overhaul; launched and promoted two new campaign films through organic and paid social media; and worked with Google and Facebook to maximise our digital output.

We want to go even further this year, and your skills and experience will rapidly develop and expand as you take day-to-day responsibility for regional press, project development and delivery.

We'll consider flexible working requests, and we are an inclusive, friendly, respectful and kind team and you will get a warm welcome!

About you

Our ideal candidate will be a communications all-rounder, at home with journalists and web developers alike. You'll be energetic and proactive, with great analytical skills and a knack for getting the most out of digital communications channels. You'll have a track record of delivering multiple projects side-by-side and be able to adjust when new high-priority work comes in. And you'll be on board with our mission to prevent child sexual abuse through working with those who have committed it or who are at risk of doing so, plus the families and professionals around them.

Key attributes we are seeking include:

- Experience of managing proactive and reactive press
- Experience of managing websites
- Experience of analysing, evaluating and reporting on large data sets
- Experience of delivering communications strategies and project management
- Able to work independently and be proactive in spotting and solving problems

How to Apply

An application form and equal opportunities monitoring form is within this pack. We look forward to receiving your completed documents by 9am, Monday 12th October 2020. Please send your completed application to our HR Manager, Louise Andrews: hr@lucyfaithfull.org.uk.

Interviews will be held end of week commencing 19th October 2020 (Covid-19 dependent).

For more information or a discussion regarding this position, please do not hesitate to contact Michael Walsh, Media and Communications Manager: mwalsh@lucyfaithfull.org.uk or 07540 690 315.

Please note the successful candidate will be required to undergo a standard DBS check for this position.

Job Description and Person Specification – Media and Communications Officer

Role Summary

Role title	Media and Communications Officer
Salary	£28,000
Location	Epsom, Surrey – possibly requiring some travel within the UK
Hours of work	37.5 hours per week (5 days per week). Some evening / weekend work may be required
Contract	Permanent
Holidays	25 days per year plus public holidays (FTE)
Probation	The post has a probationary period of three months
Notice	One month notice of termination of employment on either side
References	Two references are required and will be obtained prior to interview
Disability	We are committed to making every reasonable adjustment to the workplace or working arrangements so as to accommodate people with disabilities
Closing date	9am Monday 12 th October 2020
Interview date	w/c 19 th October 2020 (Covid-19 dependent)

Job Purpose

- You will manage and deliver proactive and reactive media work for our UK, Scotland and Wales offices, building relationships with journalists.
- You will project manage the delivery of our communications strategy for promotion of the Stop It Now! helpline, driving engagement with our resources and showing evidence for impact.
- You will lead on website and social media management and development for our international ECSA project, implementing best practice procedures and being.
- You will provide communications support to a key project to deter people from engaging in illegal online activity.

- You be data-led and analyse, review and improve our digital capacity across the organisation.

Key duties and responsibilities include, but are not limited to:

Press

- Taking first line media enquiries and working with the Media and Communications Manager to draft comments and statements
- Looking for proactive opportunities to raise awareness of the Foundation's work, writing press releases and opinion pieces
- Working with the Foundation's spokespeople to ensure they're fully briefed

Digital

- Day to day management of websites and social media channels
- Working with the Media and Communications Manager to rationalise the Foundation's websites and improve user journeys and experience
- Reporting on and evaluating digital work to show impact, and adapting output in response to these findings

Project management

- Day-to-day management of key projects, including to promote the Stop It Now! helpline to multiple audiences, to ensure activities are well planned and delivered
- Support for a key communications campaign to deter people from engaging in illegal online activity.
- Reporting on different strands of work to ensure lessons are learnt and improvements made continually.

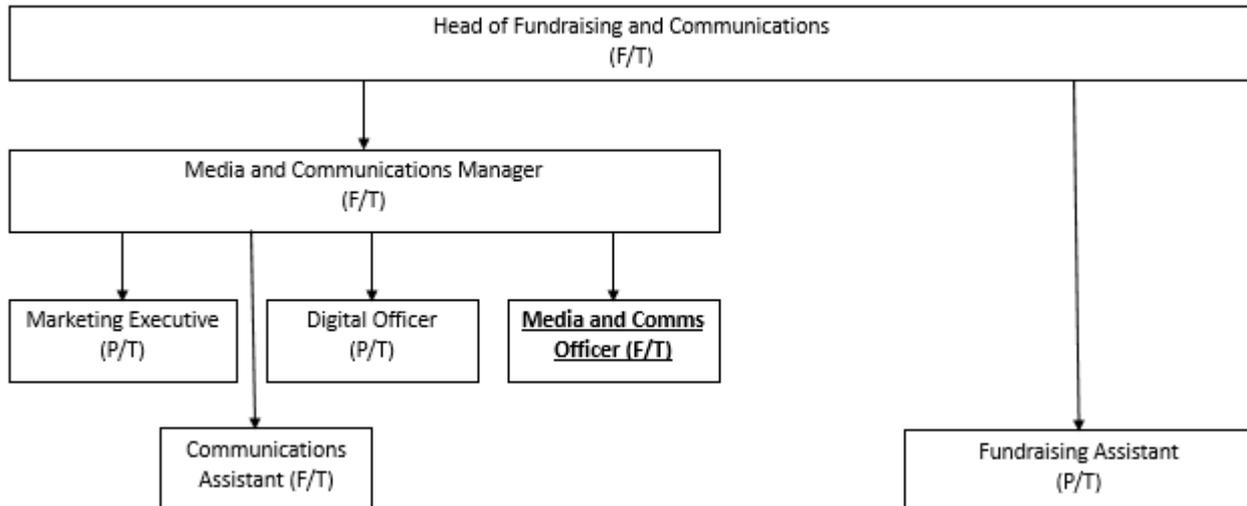
External engagement

- Represent LFF with external stakeholders, nurture key relationships and maintain networks, locally, regionally and nationally.
- Present information and issues, explaining complexities, to a wide range of external audiences.
- Engage constructively with external stakeholders on a range of sensitive issues and support collaborative working.

General

- To take part in training, supervision and team meetings when required.
- Adhere to the Health and Safety at Work Act 1974 and fire regulations.
- Work within the policies and procedures of The Lucy Faithfull Foundation.
- Undertake any other tasks as are reasonably requested by the Foundation from time to time.
- Because of the demanding and evolving nature of the work of The Lucy Faithfull Foundation, the post holder will need to be adaptable and able to respond appropriately to new challenges and opportunities

Fundraising and communications team



Person Specification

	Essential	Desirable
Education and experience	<p>Degree level education or equivalent level of work experience</p> <p>At least two years' relevant experience in a similar communications role</p> <p>A demonstrable track-record in implementing digital strategies that underpin broader communications strategies</p>	<p>Experience in the charity sector, a digital agency or industry</p>
Skills and personal attributes	<p>A strongly evidence-based and data-driven approach to digital marketing and integrated communications activities, being proactive in spotting trends and problems, plus suggesting and making changes</p> <p>Experience of managing a variety of competing projects, priorities and deadlines</p> <p>Experience of managing key day-to-day relationships with external organisations</p> <p>Commitment to sharing of digital skills across the Foundation</p>	<p>Experience in the creation of engaging audio-visual content for digital distribution, including via social media</p> <p>Experience with image and video-editing using Adobe Photoshop and Adobe Premier, or similar software</p>

	<p>Ability to work well under pressure to targets and deadlines</p> <p>Excellent team-working, diplomacy, written and verbal communication skills</p> <p>Experience of search engine optimisation to improve website user acquisition</p> <p>Experience of monitoring, evaluating and reporting on Google Ads to build audiences based on a variety of goals</p> <p>Significant experience of monitoring, evaluating and reporting on Google Analytics, to understand user acquisition and journeys, analysing large amount of data and making decisions which bring about positive change</p> <p>Experience of web content management systems especially Wordpress</p> <p>Experience of leading on day-to-day organic social media, from managing content calendars to analysing impact</p> <p>Experience of leading on day-to-day bought media / promoted social media, from deciding targeting to ongoing evaluation and updating strategy</p>	
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