
JOB DESCRIPTION

Hours:	Full-time, 5 days per week (flexible working arrangements will be considered)
Salary:	£40,310 (incl ILW)
Other benefits:	Pension scheme (8% employer contribution), 27 days annual leave (plus bank holidays), train/bike loan, flexible working arrangements considered, centrally located office (close to Vauxhall/Westminster)* <i>*At the time of writing, the whole EVAW team is working from home due to Covid-19; we are not yet sure when some or all of us will return to our office.</i>
Reports to:	EVAW Director/Deputy Director TBD
Line management:	None at present
Other:	Occasional UK wide travel, including some overnight travel, when required

ROLE OVERVIEW:

The postholder will lead on developing and leading delivery of our communications strategy, ensuring we are telling authoritative and compelling stories about EVAW's campaign areas addressing violence against women and girls. The postholder will make the most of, and look to strengthen, our existing traditional media impact whilst also driving strategies to build our online presence, develop engaging content that reaches and grows diverse target audiences. This role will support the Director team to be focused on increasing EVAW's impact and profile.

KEY TASKS AND RESPONSIBILITIES:

Strategy

- Develop and lead on implementing EVAW's communications and social media strategies, ensuring EVAW's mission and goals are communicated effectively, and that we increase engagement and support
- Develop strategic alliances to jointly raise awareness and drive media campaigns
- Support the commissioning of research into strategic communications on VAWG aimed at shifting public attitudes and challenging deeply held unhelpful beliefs about the causes and inevitability of VAWG

Anti-racism analysis

- Contribute to strengthening EVAW's anti-racism analysis and campaigning by bringing knowledge, insight and suggestions
- Demonstrate commitment to ensuring values of intersectionality and anti-racism are threaded into all EVAW's campaigns and communications
- Actively participate in EVAW's review of our internal practices and culture in relation to race/ethnicity

Planned communications

- Prepare press releases, draft press comments, as well as media and stakeholder briefings on a wide range of issues
- Develop EVAW's key media messages on a host of VAWG issues
- Develop and test strategies to build EVAW's online profile, particularly through social media

- Develop and optimise digital social media outputs including text, images, audio and video content to reach target audiences, including as part of organisational campaigns which require coordination with other colleagues
- Ensure that EVAW is proactive, including via the proactive placement of supportive articles/stories in relevant media and identifying potential news stories, working across teams to plan and develop relevant content
- Work closely with, and advise, EVAW colleagues and members to design and deliver strategic campaigning, media and lobbying work on VAWG
- Be curious, ensuring the organisation is making the best use of new and established digital and creative approaches in its campaigning work, bringing in additional expertise where needed
- Help develop and maintain influential digital and creative partnerships that deliver on campaign objectives

Responsive communications

- Handle day-to-day media relations, dealing with opportunities in an efficient and timely manner, ensuring responses maintain EVAW's reputation as an expert in this area
- Coordinate EVAW's media response, acting as a first point of contact for media queries/requests and arranging interviews.
- Manage EVAW social media channels and website content on a day to day basis
- Build profile and engagement on Twitter, Facebook, Instagram and identify opportunities to join in relevant conversations
- Oversee reactive communications as necessary, advising Directors and colleagues on appropriate response in times of press escalation, ensuring any high interest press is flagged immediately
- Where appropriate act as spokesperson in media and at events
- Some evening and weekend work as part of a media on-call rota which is remunerated in addition to salary

Administration

- Review EVAW's communications and style guide to ensure consistency of message, content, tone, format, style of communication, use of EVAW branding etc.
- Manage an on-call rota to ensure responsiveness
- Use analytics tools to report on social media and web performance
- Oversee website functionality, content, accessibility and effectiveness

Systems

- Oversee a communications calendar and coordination of activity across campaigns, membership, policy and public affairs strands
- Advise colleagues on appropriate media targeting for a variety of campaign objectives
- Maintain, nurture and expand relationships with key media, including publications, journalists, influencers and other channels
- Understand and define EVAW's digital audiences, prioritise and steward them, and promote evidence-based approaches to engaging them effectively
- Attend and contribute to regular team meetings and team planning sessions
- Attend supervision, and be willing to undertake general tasks as reasonably required

Cross-cutting

- Protect and enhance the organisation's core values and profile when producing content or speaking on its behalf
- Undertake other tasks and responsibilities reasonably requested by the Director(s)
- Be responsible for monitoring and evaluation in your area of work

PERSON SPECIFICATION

Experience	Essential	Desirable
Track record of leading strategic communications work for an organisation, engaging multiple audiences including media, public, politicians and policymakers, supporters, donors and stakeholders		
Evidence of developing and managing public-facing campaigns, leading to increased organisational profile and changes to policy, practice and attitudes		
Demonstrable experience of working with broadcast / print / online UK media - a track record of securing high profile national coverage to generate profile and awareness		
Experience of writing press releases, articles, comment and giving interviews		
Experience in using social media in a policy and campaigns context with up-to-date knowledge of digital campaigning tools and tactics		
Experience of integrating communications activity across different functions including fundraising and campaigning		
Experience in building and maintaining relationships with a wide range of stakeholders which demonstrates strong networking and negotiating skills		
Track record of using social and digital media to gain coverage and win campaigns		
Experience in the field of violence against women and girls		
Experience of brand development in support of organisational objectives		
Experience of measuring and reporting on the impact of communications activity		

Skills	Essential	Desirable
Demonstrable knowledge of the different forms of VAWG, theoretical and practical approaches to them, and understanding of the UK landscape		
Specific knowledge and analysis of systemic racism and what working with a meaningful anti-racism approach in campaigns, and in a small organization means		
Confident and authentic written and oral communicator, with an ability to tell compelling, authoritative stories creatively and engage with a variety of audiences in a fast-moving campaigns environment		
Ability to set own priorities, manage work plans and evaluate progress		
Sound judgement and experience in managing communications on digital channels and making the most of reactive moments		
Understanding of policymaking and experience of communicating effectively to politicians and policy audiences		

Attributes	Essential	Desirable
Demonstrable commitment to gender equality and human rights and an understanding of how intersecting inequalities affect different women		
Able to thrive under pressure, a high degree of self-motivation, attention to detail, ability to work independently, and to meet tight deadlines		
Ability to work sensitively and ethically with survivors of violence		
Relevant political, media and other useful contacts		
Awareness of and/or connections with bloggers, social media influencers and/or creatives engaged on EVAW's campaign areas		