

## WORKING CHANCE JOB DESCRIPTION

**Job title:** Communications Officer  
**Responsible to:** Head of Communications and Engagement

### PURPOSE OF ROLE

To increase awareness of Working Chance and to help create better-informed and more empathetic attitudes about women with convictions. You will do this primarily by developing digital and social content that supports our communications strategy and through working with national media to develop coverage that helps people to see these women's potential rather than their criminal record.

### MAIN DUTIES AND ACTIVITIES

#### Digital and social

- Lead on creating a social media profile and presence that is impactful and inspiring, including writing copy and creating graphics to maintain a steady flow of content that will grow our audiences across key channels, and managing our social media calendar.
- Create content for our website and suggest developments that will help the site to work as well as possible for the charity, taking a pro-active approach.
- Write and design email communications, eg. newsletters.
- Interpret digital analytics to find out how content performs and adjust approach accordingly.
- Draft occasional Working Chance blog posts and support clients and staff to share their own stories for the Working Chance blog.

#### Media

- Proactive media relations: secure coverage in national print and online media and in broadcast media.
- Reactive media relations: handle incoming media queries.

#### Communications work that supports our service

- Recruit, develop and support a group of current and former clients (ie women with convictions who have used our services) who are keen to share their personal experiences and views with media and for other communications purposes.
- In a sensitive and trauma-informed manner, facilitate appropriate opportunities for clients to share their stories.
- Develop email communications for clients to publicise our workshops and other avenues for support.
- Project manage the creation of a 'jobs board' (a controlled access area of our website) showcasing employers we work with and vacancies available, and – alongside colleagues – update content regularly once this is launched.
- Work with employers to create content in a range of formats designed to demonstrate the benefits to our clients of working for those employers and in particular industries.

- Create promotional materials, eg. video, leaflets, posters etc. to help ensure that our audiences understand what we offer and that awareness of our work is high across the criminal justice and women's sectors.

### Communications work that supports our fundraising

- Work with the Head of Communications and the Fundraising Manager on communications work that supports fundraising, in particular our individual giving strategy.

## PERSON SPECIFICATION

### Essential experience

- Experience of creating digital and social media content and using a content management system.
- Experience of building relationships with national media, writing press releases, and of pitching and selling in stories that lead to coverage.
- Experience of ensuring accessibility in all communication formats.

### Aptitudes and personal qualities

- Excellent copy-writing, copy-editing and proof-reading skills.
- Enthusiastic and knowledgeable about social media.
- Enthusiasm for building new relationships, unafraid to pick up the phone and make things happen.
- Ability to deal sensitively, kindly and empathetically with the women we work with, demonstrating high levels of emotional intelligence and excellent judgement.
- A good eye for design, and experience of using design software such as the Adobe Creative Suite.
- Interest in gender politics, particularly in the context of employment and the criminal justice system.
- Confident using data and analytics to review the success of content and campaigns.
- Commitment to Working Chance's mission and values.

### Desirable

- Video-editing skills.
- Experience of supporting charity beneficiaries to share their experiences and views with media.

## TERMS AND BENEFITS

- This is a full-time (35 hours a week) permanent role with a six-month probationary period.
- Salary: £26,000 - £31,602
- Working Chance aims to be a flexible employer. Most of our staff work a hybrid model with some days in the office and some at home.

- We have a pensions scheme and generous annual leave (25 days' holiday + three bonus days over Christmas and New Year + plus public holidays).
- We invest in the training and development of our staff and have a continuous learning culture.
- We are passionate about promoting equality, valuing diversity and working inclusively.
- All staff have confidential access to an Employee Assistance Programme.
- We invest in the training and development of our staff and have a continuous learning culture.