

Communications Officer

Job Description and Person Specification

Hours	Part time, 4 days per week (Flexible working proposals can be considered)
Contract	Permanent
Salary	£34,000 (ILW) pro rated
Other benefits	Pension scheme (8% employer contribution), 27 days annual leave (plus bank holidays), train/bike loan, centrally located office (close to Vauxhall/Westminster)*, enhanced maternity leave provision, externally provided Employee Assistance Programme, optional external supervision
Reports to	Head of Communications
Other	Occasional UK wide travel, including some overnight travel, when required

* We are observing a hybrid working policy, which provides for flexibility to work from home with an expectation that a minimum of 1-2 days per week is office-based work, dependent on team and other meetings.

Role overview: The postholder will support EVAW to meet its communications objectives which are central to our work influencing systemic change for women and girls. The postholder will provide essential support to drive growth in our media work and online presence; developing engaging and accessible content that reaches and influences target audiences and builds EVAW's profile and impact. Creativity, an eye for design and strong verbal and written skills are central to this fast paced, dynamic and exciting role.

KEY TASKS AND RESPONSIBILITIES

Content creation

- Create engaging and accessible content for social media, the web and e-marketing
- Support with drafting and disseminating press releases, media comments and journalist/producer briefings
- Support the Head of Communications to monitor and manage EVAW's social media channels, identifying opportunities for engagement with an eye to the latest relevant trends and developments
- Oversee the communications calendar and coordination of communications activity

Media monitoring and liaison

- Manage incoming media enquiries
- Monitor breaking news and update the EVAW team about stories to respond to
- Monitor and log media coverage and journalist/producer briefings
- Monitor trends in media reporting on violence against women and girls

Publications and resources

- Proofread EVAW reports, briefings and other publications
- Liaise with external designers and printers, drafting creative briefs and supporting with management of the design process

Monitoring, evaluation and learning

- Provide quarterly analytics of social media metrics, web and media analytics to support with monitoring and evaluation of the communications strategy

Anti-racism

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

General

- Ensure brand consistency across all external communications, in line with EVAW's brand guidelines
- 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 Head of Communications and Director team
- Attend events on issues relating to EVAW's work and participate in policy related meetings/events as agreed;
- Attend and contribute to regular team meetings and team planning sessions;
- Attend 1-1 supervision with your line-manager;
- Work with EVAW's policy, campaigns, membership and public affairs functions to deliver organisational objectives.

PERSON SPECIFICATION

Essential

- Demonstrable commitment to gender equality and human rights and an understanding of how intersecting inequalities affect different women, alongside a clear commitment to anti-racist and anti-discriminatory practice and behaviour;
- Demonstrable knowledge of the different forms of and approaches to VAWG, human rights and equality issues and a curiosity to learn;
- Excellent verbal and written communications skills, with experience of writing clearly, concisely and persuasively for different audiences
- Experience of social media management and content creation, with good working knowledge of a range of channels including Twitter and Instagram
- Experience of using Canva or equivalent design software and tools for content creation
- Experience of writing press releases, statements and media comments
- Able to thrive under pressure, a high degree of self-motivation, attention to detail, and ability to meet tight deadlines
- Thinks creatively about how communications campaigns can achieve meaningful impact
- Awareness of social media influencers and/or creatives engaged with EVAW's campaign areas

Desirable

- Experience of using social media in a policy and campaigns context
- Experience in the field of violence against women and girls or other human rights and equalities organisation

- Insight into the ethics and considerations required when engaging with individuals who have experienced trauma, such as survivors of gender-based violence
- Good working knowledge of Wordpress or equivalent web content management systems (CMS)
- Good working knowledge of MailChimp or equivalent email marketing system
- Experience of using Google Analytics or similar web analytics tools
- Experience of managing publication projects, including reports, marketing materials and briefings