

End Violence Against Women Coalition (EVAW)  
Communications Officer  
Job Description and Person Specification



Hours: Full time, 5 days per week

Contract: Permanent

Salary: £34,074 (ILW)

Other benefits: Pension scheme (8% employer contribution), 27 days annual leave (plus bank holidays), train/bike loan, centrally located office (close to Vauxhall/Westminster)\*

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 20-40% of our time 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, drives support for our campaigns and builds EVAW's profile and impact. Creativity, an eye for design, understanding of social change 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 and campaign push points, 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 analysis

- 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 campaigns and policy, 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 EVAW's communications campaigns can achieve meaningful impact
- Awareness of social media influencers and/or creatives engaged with EVAW's campaign areas

#### Desirable

- Experience of writing for advocacy, influencing or campaigning purposes
- 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
- Good working knowledge of Wordpress or equivalent web content management systems (CMS)
- Good working knowledge of MailChimp or equivalent email marketing system
- Experience of managing publication projects, including reports, marketing materials and briefings