



July 2020

Dear Candidate,

**CAMPAIGNS AND COMMUNICATIONS MANAGER - Maternity Cover
End Violence Against Women Coalition**

Thank you for your interest in the post of Campaigns and Communications Manager – Maternity Cover at EVAW. In this pack you will find:

- A Job Description and Person Specification
- A request to fill in our Equalities Monitoring Form if you make an application (which you need to download separately from the Jobs section of our website)

Please send your **CV and a covering letter**, addressing how you meet the requirements in the person specification, together with the equalities monitoring form, to us **by 10am on Monday 27 July 2020**.

Applications should be sent to rosie.parratt@evaw.org.uk. Please enter '**CAMPAIGNS AND COMMUNICATIONS MANAGER**' in the subject box. We are only able to consider applicants who have the right to work in the UK.

Interviews will be held week commencing Monday 3 August, most likely by Zoom.

This is a full-time post, but we will consider applications for four days per week (at 80% pro rata). We positively welcome discussions for proposals for flexible working. Some out of hours work may be required.

If you have any questions about the role please contact us, telephone: Sarah Green (Director), 07496 872 406 or Deniz Ugur (Deputy Director), 07496 872418.

Yours sincerely,

Sarah Green
Director, End Violence Against Women Coalition

CAMPAIGNS AND COMMUNICATIONS MANAGER - Maternity Cover

The role is offered as a fixed-term contract with an ideal start date of 1 October

Full-time, 5 days per week (4 days/week or other Flex proposals will be considered)

Salary: £35,000 - £40,120 (incl ILW)

Other benefits: Pension scheme (8% employer contribution), train/bike loan, centrally located office* (close to Vauxhall/Westminster), flexible working arrangements will be considered

**At time of writing the whole EVAW team of eight is working from home due to Covid-19; we are not yet sure when some or all of us will return to our office.*

Reports to: Director

Line management responsibilities: None at present

Occasional UK wide travel, including some overnight travel, required

EVAW aims to be a values-centering employer, seeking out dedication, aptitude and ability to deliver strong campaigning work even when the usual levels of paid experience might not be there. If you have strong knowledge and experience related to any of the significant parts of this job, such as media, or campaigns/marketing, or sexual violence or other VAWG field, but are not sure that your profile fits in a 'traditional' way please do consider making an application, or get in touch to discuss your background and we will try to give you a steer on the job, what's involved and whether you might be a good candidate.

ABOUT THE END VIOLENCE AGAINST WOMEN COALITION

The End Violence Against Women Coalition (EVAW) is a UK-wide coalition of women's organisations and supporters working to end all forms of violence against women and girls.

Gender based violence is not inevitable and good public policy and practice can and should address it. But it has to be a priority. Over the last few decades the women's movement in the UK set up the first refuges, Rape Crisis helplines and BME women's groups to provide support and to challenge deep cultural ideas about the acceptability of violence in intimate relationships and men's entitlement to control women. These organisations have always campaigned for change as well as providing support and protection.

In 2005 women's groups from across the UK set up the End Violence Against Women Coalition to try and address the ongoing marginalisation of forms of abuse beyond domestic violence, and the persistent failure to try and prevent violence against women and girls in the first place. EVAW members include frontline support services as well as

researchers, lawyers and activists. We aim to bring EVAW's members' key concerns and knowledge about what is happening in women's lives to Government, in a sector which is predominantly service provision. EVAW's policy and campaigning priorities come from our members.

Current priorities for EVAW have included: influencing and comms work related to Covid-19; campaigning for justice and real social change in response to sexual violence and harassment; influencing work towards change in education policy so that schools are safe and equal for all girls; and campaigning to protect independent women-led support services. We are undertaking a significant programme of internal and external work to improve our anti-racism analysis, employment practices and campaigning.

This role will work with EVAW's Directors and other colleagues to develop EVAW's responsive and proactive media and campaigning. The post holder may also sometimes work closely with EVAW member organisations and develop materials and advice to help improve their media and campaigning work.

KEY ROLES AND RESPONSIBILITIES

1. Develop and lead on implementing EVAW's overall campaigns strategy

- Significantly advise on and work closely with the Director and wider team to deliver EVAW's proactive campaigning strategy, which includes our core work on Government policy on VAWG and Covid-19, as well as our thematic campaigns (described in 2 below)
- Work closely with EVAW colleagues and coalition members to design and deliver campaigning activity, identifying targets, key audiences and opportunities for progress, and targeting campaigns accordingly
- Build on EVAW's positive campaigning profile and develop EVAW's key messages and response on a host of VAWG issues
- Ensure that EVAW is proactive in its campaigning work, taking opportunities when they emerge and regularly revising and updating strategy and plans

2. Manage EVAW's priority campaigns on (i) sexual violence (ii) schools

- Develop and deliver campaign strategies to build on EVAW's successes in our long-running campaigns on sexual violence and schools
- Commission, develop and create campaign collateral including web content, research, briefings, promotional material
- Maintain relationships with key partners including lawyers, unions, policy community, activists and others to support this work
- Work sensitively with survivors and others on these campaigns

3. Manage EVAW's media strategy and response

- Dedicate time to EVAW's broad media aims, contact development, key messages and needs in this area
- Plan and deliver high quality media work
- Act as spokesperson in media and at events alongside directors and other colleagues

- Participate in the media on-call rota alongside colleagues
4. **Manage EVAW's website and take significant responsibility for social media strategy and channels**
 - Manage and maintain the EVAW website
 - Contribute to EVAW's social media strategy, and work with colleagues on EVAW's social media profile and output, helping ensure we join relevant conversations
 5. **Input into EVAW's anti-racism analysis and campaigning work**
 - 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
 6. **General participation in delivery and development at EVAW**
 - Attend team meetings
 - Engage in supervision & appraisal process
 - Contribute to EVAW staff development
 - Identify own development needs

PERSON SPECIFICATION

These qualities will be assessed in your written application and at interview stage, if shortlisted, where there may also be a short written test or a pre-prepared presentation (which you will be notified of when given news you have been shortlisted).

Essential

1. A minimum of five years relevant work in media, campaigning or clearly related area, with demonstrable understanding of campaigns strategy and methods
2. Track record in campaigning and building relationships with a wide range of contacts in order to achieve change
3. Good knowledge of violence against women and girls (VAWG) issues including prevalence, causes and consequences, and the deep connection to intersecting inequalities
4. Experience of media response, contact development, and media planning for campaigns; experience of giving comment to media callers and giving broadcast media interviews
5. Specific knowledge and analysis of systemic racism and what working with a meaningful anti-racism approach in campaigns, and in a small organization means

6. Good knowledge of the UK political system, and knowledge of current policy issues around VAWG; a strong view on who needs to be reached in order to achieve change, including those external to the political system
7. Experience using social media in an influencing context, and a strong view on how to improve strategy in this area
8. Ability to work sensitively and ethically with survivors of violence
9. A clear commitment to anti-discriminatory practice and behavior
10. High degree of self-motivation, ability to work independently with minimal supervision, ability to meet tight deadlines and work under pressure in a small team environment
11. Excellent oral and written communications skills

Desirable

1. Relevant political, media and other useful contacts
2. A strong interest in continuous review of campaigning methods and willingness to change what does not work and try new methods
3. Experience in developing and renewing media strategy
4. Experience in the field of violence against women and girls
5. Willingness to travel
6. Experience of leading proactive media strategy development

EVAW guarantees to interview all disabled applicants who meet the minimum criteria.

Thank you again for your interest in working for EVAW, and please do not forget to fill in and return the Equalities Monitoring Form, which is available to download from the Jobs section of our website alongside this job pack. This form will be separated from your application and used only for monitoring purposes.