



Dear Candidate

Head of Communications - End Violence Against Women Coalition (EVAW)

Thank you for your interest in the post of Head of Communications at EVAW. In this pack you will find:

- Job Description (below)
- Person Specification
- Equalities Monitoring Form

Please send your **CV and a covering letter** addressing how you meet each of the selection criteria, together with the equalities monitoring form. This should reach us by email by **12pm on 19th January 2018. Interviews will be the following week.**

Applications should be sent to admin@evaw.org.uk. Please enter '**Head of Communications, EVAW**' in the subject field. We are only able to consider applicants who have the right to work in the UK.

This is a full time post, although we will consider proposals to work four days a week (at 80% pro rata). We positively welcome discussions for proposals for flexible working including job shares. Some out of hours work will be required.

The salary is up to £38,000 pro rata, with a range of benefits. If you have any questions about the role please contact us, telephone: 07496 872 418/406.

Yours sincerely,

Rachel Kryś & Sarah Green
Co-Directors, EVAW Coalition

About the End Violence Against Women Coalition

Set up in 2005, we are a UK-wide coalition of more than 80 women's organisations (including frontline support services), trade unions and human rights groups working to end violence against women and girls (VAWG) in all its forms, including: sexual violence, domestic violence, forced marriage, FGM, stalking and harassment, child sexual exploitation, trafficking and prostitution. We are a policy and campaigns organisation challenging Government and civil society to prevent VAWG.

Part of our prevention strategy is to create long-term change in the media narrative around VAWG. We have developed a strong media profile in order to change the way VAWG is reported, increase access to justice for victims and survivors and ultimately shift social attitudes which can hinder progress on prevention of VAWG.

Working in close collaboration with members, we bring their knowledge about what is happening in women's lives to the media, in a sector which is predominantly service provision. Our policy and campaigning priorities come from our members.

JOB DESCRIPTION

Post: Head of Communications

Contract: Full-time - 5 days per week (4 days proposals will be considered) and permanent

Salary: up to £38,000 pro rata

Additional benefits: 27 days paid holiday on a pro rata basis and flexible working. Other benefits include an employer's pension contribution.

Location: EAW is based in a shared office at the north end of Black Prince Road, SE1 (nearest tube stations are Vauxhall and Westminster).

Reports to: EAW co-directors Rachel Kryz and Sarah Green

Line management responsibilities: None at present

Overall purpose: This role will work with EAW's Co-Directors to develop our responsive and proactive communications strategies. Some of the time will be spent running our busy press office and responding to what is sometimes a high volume of media enquiries. This will involve working closely with members, supporting them to increase their capacity and confidence in media response. Other time will be spent developing our communications strategy, including

commissioning research into public attitudes and approaches to shifting deeply held cultural beliefs which can be problematic for VAWG.

KEY TASKS AND RESPONSIBILITIES

Role Responsible to EAW co-Director

1. Undertaking proactive and reactive media work

- Manage EAW's media response. Act as a first point of contact for all EAW media queries/requests and respond accordingly, and manage the on-call system to ensure cover at all times.
- Act as spokesperson for EAW, alongside co-directors.
- Build positive relationships with a variety of media and other influential contacts.
- Develop and extend EAW's database of media contacts.
- Prepare press releases on a wide range of violence against women and girls (VAWG) issues, in collaboration with senior EAW colleagues.
- Advise EAW colleagues on appropriate media targeting.
- Build on EAW's positive media profile, and develop EAW's key media messages on a host of VAWG issues.
- Ensure that EAW is proactive at all times in its media and campaigning work, including the proactive placement of supportive articles/stories in relevant media.

2. Develop EAWs communications strategy

- Work in conjunction with EAW staff, board and members to develop the long-term communications strategy for EAW.
- Undertake and commission research into strategic communications on VAWG aimed at shifting public attitudes and challenging deeply held unhelpful beliefs about the causes and inevitability of VAWG.
- Review the EAW communications and brand guide to ensure consistency of message, content, tone, format, style of communication, use of EAW branding etc.
- Through its communications, identify a range of profile-raising but also potential fundraising opportunities for EAW.

3. Managing EAW's website development and online profile, including through social media

- Oversight of the EAW website.
- Managing EAWs engagement on social media platforms including building profile and engagement on twitter, facebook and identifying other opportunities to join in relevant conversations.
- Develop strategies to build EAW's online profile, particularly through social media.

4. Campaign planning and delivery

- Work closely with EAW colleagues and coalition members to design and deliver large-scale campaigns on VAWG, identifying key audiences and targeting campaigns accordingly.

5. Providing communications support and training

- Brief and prepare relevant EAW colleagues to undertake a range of media work.
- Provide tailored media training for staff in other VAWG organisations who are seeking to increase their media profile.
- Work with member organisations and survivors of VAWG to develop 'media-friendly,' sometimes anonymous case studies based on 'real-life' stories.