



Campaigns and Communications Manager application pack

About the Role

Restorative Justice transforms lives. By facilitating communication between the person affected by a crime and the person responsible, it gives victims of crime a rare opportunity to have their voices heard, get questions answered, and move forward. It can also help perpetrators to appreciate the damage they have done and change their behaviour.

Why me? are the national charity at the forefront of delivering and campaigning for the wider use of Restorative Justice in England and Wales. Restorative Justice does happen in this country, and the stories from our lived experience ambassadors shows how powerful it can be, even for people affected by the most serious crimes. But, these experiences are still the exception, not the norm, with most victims of crime never getting this opportunity.

The Campaigns and Communications Manager will lead our work campaigning for Restorative Justice to be more widely used in a variety of settings, and ensuring that our communications strategy delivers the most effective messages to the most important audiences. Policy and public affairs are also an important part of the role, and the post-holder will need to be a flexible self-starter who can work on a number of challenges simultaneously.

The post-holder will also be responsible for project managing one of *Why me?*'s development projects - currently the *Improving restorative practice for young people* project. This will require on the ground work with justice professionals, and an ability to work effectively with external partners.

Under the supervision of *Why me?*'s Director, the post-holder will initially line-manage two members of staff, and work closely with the rest of the *Why me?* team.

If you are passionate about delivering change in the justice system, want to work alongside a small team of dedicated colleagues, and can demonstrate that you have the skills, experience, knowledge and values laid out in the person specification, then we would love to hear from you.

About the application process

Job Title: Campaigns and Communications Manager

Hours: Full time (35 hours per week)

Salary: £35,000 per year, plus benefits

Closing Date: December 1st 2021 at 9am

Interviews: December 8th and 9th on Zoom

Location: London (nearest tube is Borough)

Equality and diversity

Why me? actively promotes equality of opportunity for all and welcomes applications from a wide range of candidates. Why me? recognises the contribution that people with criminal records can make as employees or volunteers and welcomes applications from those with a criminal conviction.

We select all candidates for interview based on their skills, qualifications and experience. We will put in place measures to ensure that candidates with disabilities and additional needs can access the recruitment process.

Home working

All applicants will need to be based in the UK, and able to commute to our London office.

We currently offer a hybrid working model, where staff are able to come into the office or work remotely as they choose. At the moment, there is a minimum requirement that staff come into the office fortnightly for our team meeting.

This arrangement is subject to change depending on the ongoing COVID-19 pandemic, and future possibilities and limitations which emerge regarding home and office working.

How to Apply - Anonymous Recruitment

Please apply by emailing info@why-me.org, with your CV and Cover Letter included as attachments. They should be a maximum of two pages each.

Please include your name and contact details, including a phone number, in the body of the email, but **not in your CV or Cover Letter**. This is so that we can run an anonymous shortlisting process.

Please also return a completed equality and diversity form. This is also anonymous and will not affect your application. It is only used for our internal monitoring of the demographics of applicants. You can download the two page form from the job advert on our website.

References

We will seek two references from our preferred candidate after interview.

Questions

For any questions about the role, please contact Lucy Jaffe on info@why-me.org.

JOB DESCRIPTION

Summary

- To be responsible for the design and delivery of Why me? campaigns.
- To oversee the organisation's external communications, including the website, social media channels and newsletter. To write and work to a yearly Communications Strategy.
- To develop policy and manage research.
- To lead Why me?'s public affairs and influencing work to affect change to policy and practice regarding Restorative Justice.
- To oversee and project-manage the *Improving Restorative Justice for young people* project, and subsequent development projects as required.
- To manage 1-2 members of staff and organisation projects.

Responsibilities

1) To be responsible for the design and delivery of Why me? campaigns

- To create and manage 'public-facing' campaigns based on Why me?'s values and objectives.
- To plan and chair quarterly meetings of the Campaigns sub-committee to consider future campaign subjects, monitor the progress of current campaigns, and gather intelligence.
- To manage staff and volunteers on promotion of public-facing campaigns.
- To involve Why me? ambassadors in the promotion and planning of campaigns.
- To work with criminal justice organisations and other allies to amplify our messages and campaigns.

2) To oversee the organisation's external communications, including the website, social media channels and newsletter. To write and work to a yearly Communications Strategy.

- To plan and write a yearly Communications Strategy which includes key messages, standard copy and target audiences.
- To plan and oversee Why me?'s external digital communications and the newsletter to ensure that it conveys our values, highlights our key messages, campaigns and other communications objectives, and is accurate and on brand.
- To analyse the analytics data for our website, newsletter and social media and to monitor the effectiveness of our content, adjusting activities to improve performance.
- To work closely with all Why me? staff and board, ambassadors and facilitators to promote activities, such as events, forums and recruitment.
- To frame our content and messaging using evidence-based methods to improve the persuasiveness of our messages, building on work with Transform Justice and the Frameworks Institute.

3) To develop policy and manage research

- To co-design, write and edit policy papers for Why me? on relevant topics, working with people with lived experience.
- To respond to consultations from the Government on relevant policy areas, and coordinate the response of our wider networks.
- To lobby and influence external organisations, such as Police & Crime Commissioners' offices and those of other decision makers, to ensure progress on the Why me? policy recommendations.
- To work with other third sector organisations to understand issues affecting different communities, and what Why me?'s approach to them should be.
- To manage small research projects which build the evidence base for Restorative Justice.

- To build relationships with academic institutions with a view to setting up research projects and evaluations.
 - To recruit and manage external consultants and researchers to achieve this.
 - To disseminate the research and identify new opportunities to develop.
- 4) To lead Why me?'s public affairs and influencing work to affect change to policy and practice regarding Restorative Justice.**
- To manage relationships with external stakeholders, including civil servants, allied charities, politicians, PCCs and police staff to persuade them to take positive action regarding Restorative Justice.
 - To develop campaigning priorities with SMART recommendations and to build campaigning, lobbying and public affairs activity to achieve change.
 - To maintain an awareness of relevant activity happening within Parliament and Government and to work closely with the Director to achieve maximum impact.
 - To work with the Restorative Justice All Party Parliamentary Group to help to further our objectives.
 - To build relationships with criminal justice and victim service organisations and individuals to build networks and allies.
 - To monitor the Restorative Justice policies of relevant organisations, including the College of Policing, Association of Police & Crime Commissioners, Ministry of Justice, the Crown Prosecution Service and Victim Support.
 - To attend meetings and roundtables with relevant stakeholders.
- 5) To oversee and project-manage the "Improving Restorative Justice for young people" project, and subsequent development projects as required.**
- To plan, oversee and manage the project against objectives agreed with the Director, including monitoring and evaluation, staff supervision and funder reports.
 - To build and manage relationships with external agencies, including Youth Offending and Probation Teams, to improve their understanding of Restorative Justice and to identify how they can integrate it into their work.
 - To work with third sector organisations, Youth Offending Teams, and restorative providers to understand the specific barriers preventing Black, Asian and minority ethnic (BAME) young people from accessing Restorative Justice.
 - To develop best practice documents, communications content and events which demonstrate and disseminate our findings.
 - To organise and chair external meetings, such as Advisory Board meetings or monthly service forums.
 - To manage relationships and influence policy with decision makers in the youth justice sector, such as the Youth Justice Board and relevant Inspectorates.
 - To oversee interviews of service users where appropriate.
- 6) To line-manage staff: currently the Communications Intern, and a Development Officer.**
- To hold work reviews every six weeks in order to set objectives, monitor progress, manage workload, understand any concerns that they have, and support them to improve and thrive in their role.
 - To liaise closely with the Director and Deputy Director to manage HR across the organisation and ensure that staff are consistently and positively managed in line with the organisation's policies.
 - To support the progression of staff so that they develop their skills and relationships within the organisation.

7) General

- To cooperate and communicate with Why me? staff, volunteers, ambassadors and trustees.
- To report on progress as required.
- To actively support Why me? becoming more equal, diverse and restorative in all it does.
- To develop and maintain files and information centrally.
- To assist with other Why me? duties as and when required.

Person Specification

While all of the below criteria are important, we respect that people have varied backgrounds, and that there is no one set of skills or experiences which uniquely qualifies someone for this role. If you do not meet all of the below criteria, but have other relevant skills which demonstrate your ability to excel in this position, we would still love to hear from you.

However, if there are many points below which you are not able to demonstrate, then this is unlikely to be a suitable role for you at this time.

Experience

- A minimum of two years experience working in communications, campaigns, public affairs or policy.
- A demonstrable interest in criminal justice.
- Experience or a demonstrable interest of working in the third sector.
- Experience of working collaboratively with external stakeholders.
- Experience of project management.
- Previous line-management experience.
- To be educated to a degree level or equivalent.

Skills

- To speak and write fluent English.
- Excellent written communication skills.
- The ability to work effectively in a small team.
- The ability to use mainstream social media platforms.
- Proficiency in Microsoft office, the Google Suite and video calling platforms.

Knowledge

- An understanding of the workings of Parliament and Government.
- A good understanding of how the justice system works: including the police, Police & Crime Commissioners, courts, prisons and victim services.
- A basic understanding of Restorative Justice and its benefits.

Values

- A commitment to equality, diversity and inclusion.
- An appreciation of the importance of working with people with lived experience, and of good practice when doing so.
- A determination to drive positive change for people affected by crime, those who have committed it, and the wider justice system.
- The ability to contribute to a workplace culture which values listening, reflection, honesty and openness.