

Communication Campaigns Officer

Salary: £21,749, Real Living Wage for London. The London Living Wage will be reviewed on the 24th of October and salary will match any change.

Hours: Full time (35 hours per week).

Starting date: January 2024. Candidates will need to be available for Rank Foundation events between 24th-26th January and 6th-8th of February.

Annual leave entitlement: 4 weeks holidays plus bank holidays and three days between Christmas and New Year.

Location: Canopi, 7-14 Great Dover Street, London SE1 4YR.

Interviews: Interviews will take place in person at our offices on either the 16th or 20th of November.

To apply for this role, please send a CV and cover letter explaining how you meet the person specification and why you are interested in the role, to info@why-me.org by 8am on Monday 13th of November. **We will only consider applications submitted via info@why-me.org.**

Job description and person specification below.

Job Description

We are offering an exciting new Communications Campaigns Officer role for 12 months from January 2024. This is a full-time position on a Rank Foundation Time to Shine placement.

Why me? are a national charity who promote and deliver Restorative Justice. The successful candidate will join a small but passionate team, learning from the organisation's experience and supporting us to spread the message about Restorative Justice to ensure more people affected by crime can access it.

You can use our London office, currently based in Borough, 5 days/week, with attendance at the office required for a minimum of 1 day/week. You will be passionate about social justice and want to learn how to plan and deliver communications campaigns. We are seeking the right person to work with us to inspire and inform people about Restorative Justice through eye-catching, engaging online and offline communications. You must be eager to learn! The placement requires attendance at 3 Rank Foundation conferences and 4 leadership days, as well as online participation in Ranknet during your placement. There is an optional additional Rank bursary for training, in addition to Why me? in-house training, coaching and skills development. You must be willing and able to travel to locations in the UK for overnight stays.

The job will entail the following primary duties all in association with the Communications and Events Coordinator, who will be your Manager:

Reach new audiences beyond the Restorative Justice bubble

- Play a pivotal role in planning a public billboard campaign, including creating a new landing page; analyse risks and issues of a public-facing campaign and come up with ideas for solutions and reducing risk, and implement them following agreement with your manager.
- Create content for social media channels - existing and new - to support campaigns; monitor and report on SEO, Google Analytics, social media and website statistics and engagement.

- Develop donor landing pages and other methods to engage people through in-kind, donations or legacy.

Engage and inspire professionals to refer people to Restorative Justice

- Understand reframing communications, in particular, the recent Why me? reframing Restorative Justice work. Support consistent use of reframing across all of our communications channels.
- Plan and deliver promotional campaign with T2S Manager to professional audiences, become familiar with databases and software, such as CRM and Mailchimp and use them to spread our message.

Highlight the role and stories of Restorative Justice experts by experience to support the campaigns and provide content

- Develop some or all of the following media: Why me?'s visual, audio and possibly graphic content to use in public-facing communications, supporting the creation of podcasts, video and audio clips to highlight the stories of Restorative Justice experts by experience.
- Learn about and strengthen organisation policy in this area
- Work with existing networks, such as the organisation's Business Network International contacts, Rank Foundation and others to leverage corporate and in-kind donations

Person specification

- Ability to start in January 2024 full-time and able to commit to attendance at Rank events
- Looking for entry into a career in this line of work
- Interest in and demonstrable commitment to the values of restorative and social justice, i.e. through volunteering, activism or giving back to your family or community
- Ability to deal with and discuss sensitive topics
- An interest in conflict resolution and working restoratively
- Ability to write and communicate in English fluently
- Experience of using social media and creating content
- Experience of organising yourself or others to achieve a specific goal
- Visual or creative skill in any area of life or work

Why me? actively promotes equality of opportunity for all and welcomes applications from a wide range of candidates. We strongly encourage applications from Black and minoritised groups who are under-represented on our staff team.

Why me? recognises the contribution that people with criminal records can make as employees and welcomes applications from those with a criminal conviction. We select 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.

We are a very small organisation and don't have the capacity to give feedback to people other than interviewees. To apply for this role, please send a CV and cover letter explaining how you meet the person specification and why you are interested in the role, to info@why-me.org by 8am on Monday 13th of November. **We will only consider applications submitted via info@why-me.org.**