**Just for Kids Law Communications Officer**

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| jfklogo | | **Role Description** |
| **Role** | Communications Officer | |
| **Reporting to** | Chief Executive | |
| **Organisation purpose** | Just for Kids Law exists to work with and for children and young people to hold those with power to account and fight for wider reform.  We do this by providing legal representation and advice, direct advocacy and support, and through strategic litigation, campaigning and equipping others to work for children’s rights. | |
| **Context** | The Central Directorate includes JfKL’s Administration, Finance, HR, Communications, New Client Enquiry and Fundraising functions. The Central Directorate aims to provide high quality support across the organisation; it is also the first point of contact for both visitors and telephone enquiries. | |
| **Role purpose** | To establish, maintain and develop the effective planning and delivery of the organisation’s media (including social media) and external profile, website, internal communications and campaigning activity. | |
| **Key accountabilities** | **Key activities/tasks** | |
|  | * To be responsible for the delivery of communications, including the annual impact report, across all online and offline platforms for Just for Kids Law and its associated brands. * To provide proactive and reactive media relations, including liaising with national and local media. * To be responsible for working with the media on all campaigns and press activity. * To organise and manage events designed to promote Just for Kids Law products and services. * To identify opportunities, including externally run events, for the wider promotion Just for Kids activities to existing and new stakeholders. * To ensure effective systems and processes for all communications and stakeholder relationship activity including compliance with GDPR. * To be responsible for the daily operation of social media channels including content and analytics and on-going development. * To be responsible for the organisation’s websites, including on-going development, and liaise with external relevant suppliers. * Assist in the creation and delivery of all internal and external communications materials and campaigns and identify opportunities for influencing stakeholders * To be responsible for the daily operation of the charity’s websites including content and analytics. * To produce regular email bulletins and be responsible for its marketing and development. * To be the custodian of the brand of the charity, ensuring consistent use of images, identity and messaging. * Ensuring effective cross organisational communication. | |
| **General responsibilities** | * Attending and participating in internal meetings as required * Being a positive, cooperative, and constructive team member, upholding the values of JfKL * Complying with JFKL’s monitoring and recording requirements * Representing and promoting the organisation’s work positively * Carrying out all work with due regard to JFKL’s policies and procedures, including safeguarding and staff safety * Promoting Equality and Diversity principles in all aspects of work | |
| **Other duties** | * Carrying out any other duties which fall reasonably within this role. | |
| **Updating this role description**  This is a description of the job as it is presently constituted. It is the practice of Just for Kids Law to periodically review role descriptions and to update them. This process will be conducted in consultation with you. It is the aim of the organisation to reach agreement on any changes but if agreement cannot be reached, the organisation reserves the right to insist on such changes to your job description, after consultation with you. | | |

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| **Person Specification** |  |  |
|  | **Essential**  (must have in order to carry out the work) | **Desirable**  (not essential but preferable) |
| **Knowledge**   * Knowledge of the youth sector, issues affecting young people and the rights and entitlements of young people. * Understanding of the use of different communication channels in reaching a wide audience. * Understanding of how to utilise social media platforms * Understanding and knowledge of website operations * Knowledge of how to effectively engage with the media | **x**  **x**  **x**  **x** | **x** |
| **Experience**   * Experience of increasing an organisation’s online presence and readership through effective management, editing and monitoring of the website and the development of new communication tools and opportunities. * Experience of developing content for press and media, including producing press releases and briefings for spokespeople. * Experience of communicating and guarding a brand identity, ensuring all communications meet brand guidelines. * Experience of generating and delivering digital content to targeted audiences in alignment with organisational objectives. * Proven experience of handling media issues for an organisation in the charitable sector. * Experience of working with young people or other beneficiaries to support them to engage with the media | **x**  **x**  **x**  **x** | **x**  **x** |
| **Skills and abilities**   * Excellent communicator who is highly capable of collecting, handling and presenting information in innovative, impactful ways, whilst also having an analytical eye for both detail and the bigger picture. * Ability to build rapport and trust with young people. * A high level of computer literacy with a good standard of writing as well as proficiency in Microsoft applications (Word, Outlook, PowerPoint, Excel, etc.) * Ability to manage a range of tasks whilst meeting tight deadlines. * Ability to deal with confidential and sensitive issues discreetly. * Ability to work flexibly and to be self-servicing. | **x**  **x**  **x**  **x**  **x**  **x** |  |
| **Qualifications and training**   * Educated to degree level or has equivalent experience or related qualifications. | **x** |  |
| **Qualities**   * Respect young people and champion effectively for their rights. * Energetic, self-motivated and organised individual demonstrating interest in and commitment to the organisation’s objectives. * Enthusiastic about working for this young and ambitious organisation. * Enjoy working with young people from diverse backgrounds. * A fast learner with a highly motivated and proactive attitude, able to work flexibly with staff and independently using own initiative. | **x**  **x**  **x**  **x** | **x** |
| **Other requirements**   * A willingness to work occasional evenings and weekends. | **x** |  |

May 2019