



JOB DESCRIPTION

Role:	Communications Manager
Location:	London
Responsible to:	Chief Executive Officer
Objective:	To spread the word about the work we are doing and lead all key communications and public relations on behalf of User Voice.
Salary:	Up to £30,000 depending on experience
Contract Type:	Fixed term for 2 years, continuation subject to funding
Full Time/Part Time:	Full time
Holiday:	25 days per annum plus public holidays
Probationary period:	The post is subject to a six-month probationary period

USER VOICE

Why We Exist

We believe that the fundamental issue that causes the stubbornly high rates of re-offending and all the other associated problems is the 'us vs. them' culture.

Society feels frustrated with those who re-offend repeating cycles of behaviour and not engaging with rehabilitation services. Yet people with convictions feel marginalised by society, with rehabilitation services which are often inaccessible and unhelpful and a system that doesn't value their input.

Whatever the truth, we won't reduce crime unless we deal with this division. User Voice's core belief is that rehabilitation only happens when everyone in the criminal justice system shares responsibility for transforming the 'us vs. them' division into real collaboration.

Our Role

Our role is to improve rehabilitation through collaboration.

At User Voice we build the structures that enable productive collaboration between service users and service providers. We are able to do this because our work is led and delivered by ex-offenders. This gives us the special ability to gain the trust of, access to, and insight from people within the criminal justice system.

The entrenched exclusion of some of the people we work with can be a huge obstacle to service providers. The involvement of ex-offenders has many benefits, not least of which is the power of a narrative of success; working with ex-offenders can be a powerful way of motivating people who often have little self-belief that they can overcome the barriers they face. All the work User Voice has done suggests offenders want to talk to people who have 'walked in their shoes' and experienced similar life events.

What We Do

In order to achieve this, we do the following:

- User Voice **Councils**, which provide a platform for service users to have a voice. They have been developed for use within prisons and in the community for probation, youth offending teams and other related services. Their democratic processes enable voices to be heard and focus on collective challenges and solutions.
- User Voice **consultations**, which are bespoke projects that help service providers and commissioners access, hear and act upon the insight of their users. These include research and specifically designed workshops and have ranged from working with drug users on recovery services, to engaging with excluded and vulnerable young people on the future of social work.
- User Voice **peer support**, sometimes, through the gate, which provide support for people in the community or those who are leaving custody; one-to-one sessions and peer-led groups give practical help and inspiration. Our supporters are uniquely placed to promote and ignite real change, as advocates and role models.

Impact

There are two sides to User Voice's impact:

1. Improving Services – with service user insight and experience, services can become more effective and accessible for hard-to-reach groups.
2. Promoting active citizenship – as service users engage with improving the services they access, they develop the skills and behaviours to become contributing members of society.

DUTIES AND RESPONSIBILITIES

The Communications Manager will own and lead all communications on behalf of User Voice, working collaboratively with our volunteers and staff teams to raise awareness of what we do. The post holder will work collaboratively with senior leadership and our staff teams to enable User Voice to become more visible, influential and responsive in the way we communicate with stakeholders internally and externally. They will also proactively influence policy within the criminal justice system by being a conduit between User Voice research and consultation reports and key decision makers and policy forums.

1. Drive User Voice's presence and performance in Digital Marketing

- Manage content on websites for excellence in internal and external communications.
- Manage implementation of new features and technical updates on websites, ensuring work is delivered to plan, on time, on budget, and represents good value for money.
- Oversee website and internal communications governance, especially training, analytics and administering user accounts.
- Ensure that the User Voice brand is presented online in a way that is consistent with our values.
- Drive strategies that will enable User Voice to more effectively engage communities on social media, across a range of platforms.

2. Lead Marketing Strategies and Campaigns

- Land effective marketing strategies for internal and external communications, using a mix of online and offline marketing activities.
- Develop clear campaign objectives, including clear product and customer profiles.
- Carry out detailed and regular analysis of campaign results.
- Own copy for all User Voice marketing collateral, including quantitative and qualitative reports, brochures, letters, emails, social media platforms and websites.

3. Deliver Staff Communications throughout User Voice

- Run an effective staff communications process, collaborating with staff across all corners of the organisation using our internal design cycle process, from senior management and staff teams to our dedicated volunteers, interns, and service users involved in our Councils.
- Lead and coordinate the production of newsletters and policy bulletins as editor and contributor. This will include researching and developing content, writing copy, liaising with stakeholders and client groups to obtain compelling case studies, and using imagery to enhance content.
- Provide guidelines and best practice to the rest of the organisation on online and offline community engagement methods.

- Train colleagues in developing and editing content for websites, online platforms, and in developing relationships with the media.

4. Deliver to User Voice Events and be a major contributor to Research

- Contribute to the work of our research and evaluation team in gathering and collating customer insight, supporting the delivery of service user consultations, carrying out event evaluations, and obtaining service provider and stakeholder feedback for offline and online communications.
- Process information, including leading and coordinating the production and circulation of high quality and comprehensive project and event reports.
- In collaboration with our staff teams, organise and deliver seminars and co-production events, including researching and producing written materials, presentations, guides, and facilitating training sessions.

5. Coach and Develop a team of Volunteers and Interns

- Recruit and induct volunteers and interns and supervise their work. This will include 1:1 support and on the job training.
- Maintain volunteer and intern records, gathering feedback and implementing online and offline methods to assist in evaluating our internships and volunteer experience.
- Develop or commission training initiatives to increase communication skills and improve confidence in taking part in media related activities i.e. news articles, press interviews, and other media appearances.

6. Manage Policy and Public Relations

- Lead activity around high profile announcements, working with senior leadership and colleagues to maximise coverage and impact.
- Source and schedule press releases relating to changes and developments in policy agendas based on the authentic voice of service users.
- Maintain relationships with national, regional and local press and blogs, responding to press and news media enquiries.
- Lead our regional campaigns and raise awareness of the User Voice brand. In doing so, amplify the voice of service users, and broadcast information about our impact on policy and practice.
- Manage stakeholder relationships with key decision makers in the criminal justice system, attending and / or organizing briefing sessions, meet and greets, and co-production events.
- Attend User Voice Service User and Prison Councils, and Prison Council Elections.
- Create special guest opportunities for dignitaries, key stakeholders and decision makers, funders and major donors.
- Measure PR and policy activity against clear and agreed metrics.

7. Fulfil other duties as required

- Pick up new activities that fall broadly in the purpose of the role.

- Fix things that you can see need fixing.
- Identify problems and find solutions.
- Carrying out tasks with due regard to User Voice policies practices and procedures, including health and safety, equality and diversity, and safeguarding.

PERSON SPECIFICATION

Experience

Essential:

1. A strong communications professional with minimum 2 years' experience of dovetailing compelling internal communications strategies with external online and offline media relations.
2. Strong delivery of content across a range of channels, from internal to external media channels
3. Effective liaison between stakeholders, content owners and editors
4. Comfortable researching and developing creative features and stories for online platforms, print, TV or radio.
5. Experienced in leading influential face to face meetings, briefing sessions, or public events.
6. Proven experience of working on integrated marketing campaigns to acquire and retain new audiences.
7. Proven experience of measuring effectiveness, monitoring compliance, and promoting best practice.
8. Experience of writing both qualitative and quantitative reports.
9. Experience or knowledge of working and a wide range of stakeholders, and an understanding of co-design and co-production.

Desirable:

1. Experience in charity sector, especially in delivering presentations and productive networking at events.
2. Experience of working with service users and ex-offenders
3. Experience of working with and / or managing interns and volunteers
4. Knowledge of GDPR compliance and how this impacts on information management systems in the charity sector.
5. Knowledge of the criminal justice system and the transforming rehabilitation policy agenda.
6. A demonstrable understanding of how user involvement impacts on the way services are provided.

Skills

1. Educated to degree level or equivalent in a relevant field
2. Highly developed project and time management skills
3. Comfortable with pace, complexity and ambiguity
4. Strong verbal and written communication, presents with gravitas
5. Attention to detail and excellent copywriting and proof-reading skills
6. Developed skills in PR sphere, with ability to clearly communicate impact
7. A flair for design, especially in overseeing graphic design and marketing/research collateral
8. Excellent IT skills, including: Word, Excel, Powerpoint, Adobe Creative Suite, social media, websites, and extensive experience of using a range of software packages to enhance internal and external communications.

Attitudes

1. Ability to develop skills in self and members of the team.
2. Self-starting and can work under own initiative with minimal supervision.
3. A natural team player, skilled at supporting colleagues and contributing to the achievement of team goals and organisational priorities.
4. High integrity, delivers on commitments to contributors and external suppliers to ensure timely delivery, on budget, with high quality and accurate results.

Other:

1. Willingness and ability to travel extensively throughout 5 regions in England, including some overnight stays.

FURTHER INFORMATION

Equality and diversity

User Voice welcomes applications from ex-offenders and from all sections of the community regardless of race, gender, sexual orientation, religion, age or disability.

Disclosure and Baring Service (DBS) checks

This post is subject to a standard criminal record disclosure check via the new Disclosure and Barring Service (DBS) processes. The purpose of the check is to ensure that the nature of the applicant's criminal record, considered alongside evidence of the applicant's rehabilitation, does not indicate that his or her employment in this role would put current service users at risk.