



## JOB DESCRIPTION

<b>Role:</b>	Communications Lead
<b>Location:</b>	London
<b>Responsible to:</b>	Chief Operating Officer
<b>Objective:</b>	To spread the word about the work we are doing, and lead all key communications and public relations on behalf of User Voice.
<b>Salary:</b>	Up to £35,000 depending on experience
<b>Contract Type:</b>	
<b>Full Time/Part Time:</b>	Full time
<b>Holiday:</b>	25 days per annum plus public holidays
<b>Probationary period:</b>	The post is subject to a six month probationary period

## USER VOICE

User Voice was created for and is run by people who have been in prison and on probation. Lived experience means we engage empathetically instead of sympathetically.

We exist to reduce offending and improve rehabilitation by working with the most marginalised people in and around the criminal justice system. We ensure that practitioners and policymakers hear their voices.

User Voice Prison Councils and Community Councils represent the views of 1 in 4 people in prison and on probation in England and Wales.

## DUTIES AND RESPONSIBILITIES

The Communications Lead 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. Adaptability and resilience are key

personal qualities for this role, the Communications Lead will be working in a fast-paced environment, and be capable of flexing to a rapidly changing environment.

### **Key Responsibilities**

- Lead our regional and national campaigns and raise awareness of the User Voice brand.
- Manage content and performance on websites and social media platforms
- Design marketing and presentation templates, including quantitative and qualitative reports, brochures, letters, emails, posters, social media platforms and websites, according to brand guidelines
- Manage the internal newsletter content and use the staff intranet to disseminate appropriate information.
- Promote good news stories and successes both within the organisation and outside of it
- 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.
- Attend User Voice Service User and Prison Councils, Council Elections and Council Events to communicate these externally.
- Work closely with our research team in gathering and collating service user insight, supporting the delivery of service user consultations, carrying out event evaluations, and obtaining service provider and stakeholder feedback for offline and online communications.
- Creatively write, report and promote the insights and findings from the research team.
- Support the management of stakeholder relationships with key decision makers in the criminal justice system, attending and / or organizing briefing sessions, meet and greets, and co-production events.
- Write press releases relating to changes and developments in policy agendas based on the authentic voice of service users.
- Measure, analyse and report on all campaign performances.
- Recruit and induct interns and volunteers and supervise their work.

### **Other**

- 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**

#### Essential

1. A strong communications professional with minimum 4 years' experience in a similar role
2. Educated to degree level or equivalent experience in a relevant field
3. Experience of writing creative and visually appealing reports and reporting impact in creative ways
4. Experience of designing and delivering content across a range of media channels
5. Experience of managing a variety of internal and external stakeholders
6. Experience in contributing to influential meetings, briefing sessions, or public events
7. 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.

8. Experience of measuring effectiveness, monitoring compliance, and promoting best practice
9. Confident and articulate presenter
10. Experience of CMS platforms, preferably WordPress
11. Familiar with analytics platforms, preferably Google Analytics
12. Skills in PR sphere, with ability to clearly communicate impact
  
13. A keen interest in policy and the ability to report on it in ways that will meet the needs of a variety of different audiences

#### Desirable

1. Experience in charity sector, especially in delivering presentations and productive networking at events.
2. Experience of working with people with lived experience of prison and probation
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
6. A demonstrable understanding of how user involvement impacts on the way services are provided

## **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.