



Job Description

Job Title:	Senior Media & Communications Specialist
Reporting To:	Marketing & Communications Lead
Contract Type:	Fixed Term (initial 6 month - with the potential to become permanent), Full Time
Location:	Hybrid with minimum 2 office visits per week (London)
Salary:	£38,000 – £42,000 per annum
Working Hours:	37.5 hours per week over 5 days (Monday–Friday)

Purpose of the role

This role focuses on ensuring that we have strong media relationships and active coverage of our work across the right platforms to engage audiences and maximise impact.

Key Relationships

- **Internally** – UK Frontline Team, Impact, Policy and Advocacy, Fundraising and Development.
- **Externally** – Journalists, Influencers, Media Outlets, Suppliers

Position in the organisation and Team Purpose

This role sits within the Marketing and Communications Team, working across the whole organisation to collect stories and content to share across English-speaking communication channels to support our work.

We know communications is important. It can help drive awareness of the issue of modern slavery among the general public, it can cause politicians to act and it helps foster financial support for our work. That's why we have a communications team to help drive each of these priorities. We use branding, marketing, communications, media and events to make the issue of modern slavery compelling and engaging for our stakeholders.

Main responsibilities

Your key responsibilities include, but are not necessarily limited to:

Media Relations

- Build and maintain relationships with journalists, influencers, and media outlets.
- Draft and distribute press releases, media kits, and statements.
- Coordinate interviews, press briefings, and media appearances for organisational spokespeople.

- Monitor media trends related to human trafficking, exploitation, and human rights to inform communication strategies.
- Keeping abreast of legislation and compliance requirements and operating within these

Content Creation

- Develop high-quality written, visual, and multimedia content for the website, newsletters, press, and social media.
- Creation of digital content for communications across our digital channels and platforms
- Work with survivors and partners to tell impactful stories that galvanise support for our work.
- Develop a regular publishing schedule for content, ensuring it is timely, relevant, and fits strategy and aims towards objectives.
- Manage photo and video projects, ensuring ethical representation and consent practices.
- Overseeing the development of our stories and quotes database to improve our storytelling collection and management.
- Provide communications support for events, pitches, reports, campaigns and initiatives.
- Keep abreast of Justice and Care's frontline work and connect with representatives of our operational teams to gather and create content that can be used across our communication channels
- Maintain, update and create impactful supporter journeys
- Craft clear, ethical, and trauma-informed messaging for diverse audiences including donors, partners, and the general public.
- Ensuring we operate within Justice and Care's policies, particularly around risk, consent and compliance for communications

Digital Platforms & Social Media

- Manage content creation for digital platforms including the website, Marketing Cloud, MailChimp, (Messagebird) and co-ordinate support to ensure systems are working effectively
- Develop the use of social media, to reach new audiences, ensuring consistent voice, accuracy, and engagement.
- Track engagement analytics and insights to measure communication impact, user experience and inform improvements.
- Coordinate quick response via social to individual enquiries and mentions.

It is worth noting, this job description is not exhaustive. It merely acts as a guide particularly as this is a new role it may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

Person Specification

	ESSENTIAL	DESIRABLE
Qualifications & Experience	• Course or equivalent in-depth on the job experience of media/journalism/communications copy writing/content creation or similar • Experience of creating compelling multimedia content • Copywriting and content creation for digital channels • Oversight of digital communication channels • Working with creatives to deliver projects to brief, on time and on budget • Experience of telling the stories of people from vulnerable backgrounds - in a way that is compelling, affirming and in no way exploitative	• Experience in the charity or social justice sector. • Experience of managing social media accounts • Working knowledge of journalism law • Monitoring and reporting website engagement - through reporting tools such as Google Analytics • Experience of using Canva • Experience of working with Mailchimp, Hootsuite, Wordpress and Salesforce (or equivalent platforms) • UX experience • Experience of marketing
Skills/Abilities	• Ability to organise and make things happen • Ability to cut through noise and to hear and draw out the story • Excellent writing skills and attention to detail • Fluency in written and spoken English language	• Project Management skills • Video editing software e.g. Premier Pro. Writing for web • Aware of latest social media trends and innovations
Personal Qualities	• Desire and ability to deliver targets/outcomes • Passionate to do whatever you can to combat modern slavery • Adaptable and flexible – with a desire to learn and pioneer • Love working as part of a team • Results driven and a self starter • Listening Skills • Strong alignment with Justice and Care values and mission.	
Other	This role is subject to a Basic DBS Check	