



## Job Description

<b>Job Title:</b>	Integrated Marketing, Media and Campaigns Manager <i>(Internal title: Senior Integrated Marketing, Media and Campaigns Specialist)</i>
<b>Grade:</b>	4
<b>Reporting To:</b>	Marketing & Communications Lead
<b>Contract Type:</b>	Open-ended
<b>Location:</b>	Hybrid – based within a commutable distance to London, with a minimum of two days in the office each week and flexibility to attend other in-person events as required.
<b>Salary:</b>	£39,000 - £45,000
<b>Working Hours:</b>	Open to part-time from 22.5 - 37.5 hours (full-time)

### Position in the organisation

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

### Team Purpose

We exist to turn Justice & Care's global impact into compelling stories, trusted influence, and sustained support to help end modern slavery.

### Role Purpose

To work across our teams globally to identify potential stories and create content to amplify our work, and deliver impactful integrated multi-media campaigns that bring everything together and to life.

To ensure that we have strong media relationships and active coverage of our work across the right platforms, to engage new audiences and maximise impact.

### Key relationships

**Internally** – All teams, particularly Frontline Teams in UK, Impact Team, Policy and Advocacy Team, Fundraising and Development

**Global/UK** - Bangladesh Team, US market, Global partners

**Externally** – Journalists, Influencers, Media outlets, Suppliers

## **Main responsibilities**

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

### **Media Relations**

- Build and maintain relationships with journalists, influencers and media outlets.
- Identify and pitch compelling stories to relevant platforms to maximise reach and impact.
- Draft and distribute press releases, statements and media materials.
- Coordinate interviews and media appearances for spokespeople.
- Monitor trends in human trafficking, exploitation and human rights to inform communications.
- Ensure communications align with relevant legislation and compliance standards.

### **Campaign Management**

- Design and deliver impactful, newsworthy campaigns across email, media, events and advertising.
- Repurpose existing content into bold, people-powered campaigns that raise awareness, influence policy and generate support.
- Coordinate cross-organisational and external stakeholders to deliver campaigns aligned to influencing objectives.
- Ensure campaigns are integrated across all channels in partnership with the Senior Media and Communications Specialist.
- Manage collaborations and partnerships connected to key campaigns.

### **Content Creation**

- Identify and gather stories from frontline and advocacy teams globally.
- Develop ethical, trauma-informed content in partnership with survivors and stakeholders.
- Produce high-quality written, visual and multimedia content for media and digital channels.
- Maintain a structured publishing schedule aligned to strategic objectives.
- Oversee photo and video projects, ensuring consent and safeguarding standards are met.
- Manage and grow the organisation's stories and quotes database.
- Ensure all content complies with Justice & Care policies.

### **Marketing & Brand**

- Maintain a consistent brand identity and tone of voice across all channels.
- Track and analyse performance data to measure impact and inform improvements.
- Identify and test new routes to reach and grow priority audiences.
- Optimise content for AI search while protecting brand integrity and accuracy.

### **Digital Platforms & Social Media**

- Work with the Senior Media and Communications Specialist to develop content for social media aligned to overarching campaigns.
- Monitor and respond to enquiries and mentions across platforms.
- Provide support in managing digital platforms as required.

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
<b>Qualifications</b>	Course or equivalent in-depth on the job experience of media, journalism and marketing	<u>National Council for the Training of Journalists</u> ) L5 Diploma in Journalism
<b>Experience</b>	Experience of creating compelling/engaging multimedia content	Experience of managing social media accounts
	Experience developing campaign and influencing activities and strategies, collaborating with a diverse range of colleagues and stakeholders	Working for international organisations and promoting global campaigns
	Copywriting and content creation for digital channels	Experience of working within the charity sector
	Oversight of digital communication channels	Working knowledge of journalism law
	Working with creatives to deliver projects to brief, on time and on budget	Monitoring and reporting website engagement - through reporting tools such as Google Analytics
	Experience of telling the stories of people from vulnerable backgrounds - in a way that is compelling, affirming and in no way exploitative	Experience of using Canva
	Experience of marketing	Experience of trauma-informed storytelling
	Demonstrable experience of effective stakeholder engagement and coordination, and working in partnership with other organisations to achieve shared campaigning objectives	

<b>Skills/Abilities</b>	Ability to organise and make things happen	Project Management skills
	Ability to cut through noise and to hear and draw out the story	Video editing software e.g. Premier Pro. Writing for web
	Excellent writing skills and attention to detail	Aware of latest social media trends and innovations
	Fluency in written and spoken English language	
	Multi-media content creation – videos, photos	
	Able to work independently with limited supervision	
<b>Personal Qualities</b>	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	
<b>Other comments</b>	Justice & Care prioritise Safeguarding. As part of our commitment to the protection of children and vulnerable people in our work, any offer of employment with Justice & Care will be subject to satisfactory pre-employment checks. Such checks may be updated periodically during the period of employment.	