



Job Description

Post: Campaigns, Communications & Engagement Officer (Women only)

Contract: Full-time (12 month contract, extension subject to funding)

Salary: £24,500 per annum

Responsible to: Chief Executive Officer

Location: Liverpool base, work across Merseyside & Cheshire

Savera UK is a leading national charity (no.1145564), its vision is to eliminate 'honour-based' abuse and harmful practices across the UK and beyond. Savera UK's mission is to tackle the causes and effects of 'honour'-based abuse and harmful practices by helping clients find their 'savera' – meaning 'new beginning by providing one-to-one support for those at risk as well as delivering and providing consultancy and training, raising awareness, and contributing to research. Our values are being approachable, respectful, empowering, collaborative, ambitious, and leadership.

As an occupational requirement under Schedule 9 (part 1) of the Equality Act 2010, the post holder must be female under the Sex Discrimination Act, 1975 Part 7 to meet the needs of the majority of our service users.

Job Duties:

As a Campaigns, Communications & Engagement Officer, you will support the organisation by developing & co-ordinating creative & engaging communication outputs and assessing their impact. You will work closely with staff, volunteers and service users to create and share impactful communications to a wide range of audiences, developing tactical plans in line with Savera UK's Communications Strategy. This will mean finding powerful ways to open up genuine discourse, whilst listening and responding to audiences and stakeholders.

You will develop and deliver marketing and communication campaigns, including on social media, on the issues tackled by Savera UK. You will create opportunities to influence and bring about change.

With guidance from the CEO, Advisory Board and the Board of Trustees, you will develop marketing strategies to support the organisation's activities and programmes, including income generation through training packages and fundraising, community engagement, events and conferences.

You will design and manage campaigns that work across digital and offline platforms to deliver tangible results. This includes increasing engagement across social media channels with exciting and creative content, and tactics to optimise content to achieve engagement objectives.

You will have the responsibility of working with and facilitating the Savera UK Youth Advisory Board, in terms of campaigns and development.

Responsibilities:**Campaign and Youth Advisory Board**

- Coordinate and facilitate the Savera UK Youth Advisory Board in terms of their campaign and engagement programme.
- Liaise with a range of agencies/services to partner with Savera UK Youth to support their campaigns and development.
- Manage all Savera UK Youth communications that go out to the public, ensuring they fit with Savera UK's values and processes.
- Develop and deliver campaigns to raise awareness of 'honour'-based abuse and harmful practices.

- Coordinate the logistics of Savera UK Youth events (e.g. videography, still photography).
- Coordinate all aspects of Savera UK Youth conferences, major announcements and media events.

Communications

- Develop the Campaign and Marketing/Communications plan and coordinate its implementation.
- Write and edit content for the web and communications pieces, including E-newsletters, blogs and social media.
- Develop briefs and liaise with external agencies to develop background pieces, fact sheets, media releases and various editorial materials needed for campaigns.
- Distribute internal and external promotional materials.
- Coordinate the logistics of events and campaigns.
- Analyse, develop and set future campaigns with management.
- Effectively manage timelines throughout the campaign process, including collating research and insights, generating briefs, media and creative presentations, development of plans and concepts.
- Work collaboratively with teams across the charity to facilitate the successful delivery of campaigns, commercial, digital, content, public relations and evaluation.
- Monitor campaign performance and work with relevant colleagues and agencies to optimise activity to maximise results.
- Share campaign evaluation reports and key learning with team and management, to inform future marketing and communications activity.
- Provide creative and media support across the organisation as required.
- Work closely with Savera UK PR consultants for coordination and development in terms of PR and communication.

Social Media & Website

- Develop Social Media content plans. Create and edit content and communications that are optimised, targeted and timely for publishing on all our digital channels.
- Pro-actively track conversations and engage with partners, influencers and relevant content on social media.
- Develop and manage a calendar to schedule posts and ensure consistent relevant contact.
- To respond to immediate and relevant news.
- Responsible for reviewing and updating the website content and liaising with our Marketing agency for all Savera UK's branding and designs.

Organisation Responsibilities

- To contribute to and support the delivery of the short/long term Savera UK strategic business plan.
- To uphold the values of Savera UK, and all aspects of its confidentiality and Data Protection policies at all times, for the clients and the business of the organisation.
- To maintain and advance the public profile of the organisation across all levels.
- To work closely with the wider team of Savera UK; to participate and contribute to all levels of communication and engagement.
- Ensure that all materials and communications used are accurate and always represent and reflect Savera UK's branding.
- Attend relevant meetings and partnership groups.
- To present at Board meetings, when required.
- To support the provision of monitoring and evaluation reports to external funders around our campaigns and communications.

Other Responsibilities

- To undertake any training as identified.
- To participate in staff meetings and any other appropriate meetings identified.
- To carry out any other duties as and when required by your line manager and the Board of Savera UK.
- Follow all health and safety including all of Savera UK policies and procedures.

Review arrangements:

The details contained in this job description reflect the content of this job at the date of being prepared. It is however possible that over time the nature of the job will change. Consequently the Savera UK CEO and Board/Trustees will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Apply:

To apply, please download and complete the Application Form and Equal Opportunities and Monitoring Form and send it to jenny@saverauk.co.uk . Please note, we do not accept CVs.

Closing date: 12pm Monday 9th August 2021. Interviews are expected to take place the following week.

We encourage all women to apply, in particular those from underrepresented groups. Please note that a Disclosure & Barring Service check (DBS) will be required for this post. Savera UK is an Equal Opportunities employer.

Registered address: 151 Dale Street, Liverpool L2 2AH Company Number 7564891 Charity Number 1145564

For any enquiries, please contact: jenny@saverauk.co.uk

PERSON SPECIFICATION - Campaigns, Communications & Engagement Officer

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications & Experience	<ul style="list-style-type: none"> • University degree (in a related subject) or/and equivalent, with at least 2 to 3 years' experience working in a relevant role. • Ability to create and maintain effective high-level communication. • The ability to demonstrate clear evidence of working collaboratively with colleagues to create exciting, compelling and engaging campaigns and communication. • Evidence of autonomous working and development of initiatives and programs. • An understanding of the importance of the organisation's values and their impact on who we work with and how we operate. 	Worked within services that are similar to the work of Savera UK, including Domestic Abuse, Sexual Violence, trafficking, 'honour'-based abuse.
Skills and Abilities	<ul style="list-style-type: none"> • Proactive and highly organised, with strong time management and planning skills, meticulous attention to detail and a proven ability to multi-task. • Excellent communication skills, both verbal and written. • Copywriting skills and a creative approach to content generation. • Ability to deliver clear and concise ideas to internal and external stakeholders and produce top quality written proposals and presentations. • Analytical, with the ability to interpret information, news, data and research and distil the most important/relevant information to build strategies and seize opportunities for organisational growth. 	

<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Creative and able to think outside the box. • Highly organised with great attention to detail. • Innovative approach. • Excellent management skills. • Able to work as part of a team, and independently. • Assertive, confident, enthusiastic and positive approach to work. • Adaptable interpersonal skills with the ability to develop, foster, maintain and utilise a network of relationships. • Energy, enthusiasm, and a can-do attitude are a must. 	<ul style="list-style-type: none"> • Worked within charity, third sector or not-for-profit organisations. • A car owner and a valid UK licence holder.
<p>Knowledge & other requirements</p>	<ul style="list-style-type: none"> • Ability to cope with the challenges associated with the role. 	<ul style="list-style-type: none"> • Relevant Government Policies around 'honour'-based abuse and harmful practices, domestic abuse/violence and any other relevant legislation. • Demonstrate knowledge and understanding of the communities affected by 'honour'-based abuse and harmful practices locally, regionally and nationally, with an excellent awareness of cultural, social and health issues. • An understanding of Corporate Social Responsibility, and its wider role in business strategy. • Quick learner. • Knowledge of local stakeholders and priority groups. • Knowledge of Charity law. • Knowledge of GDPR.

Any other requirements

- A demonstrated commitment to high professional ethical standards and a diverse workplace.