

Head of Communications and Campaigns: UK Welcomes Refugees

Reports to: Director of UK Welcome Refugees

Hours: Permanent - 37.5 hours a week (The job holder may have to work evenings and weekends) Funding initially for one year with the possibility of extension.

Based: London (UK wide) (Currently remote working due to Covid-19). Please note some UK-wide travel may be required for attendance at meetings and external events.

Salary: £40-45k (FTE) including London Weighing

UK Welcomes Refugees

UK Welcome Refugees is a membership organisation for Lead Sponsors, Community Sponsors with resettled families. This new organisation has been established to promote, protect, and build a powerful movement for Community Sponsorship of Refugees in the UK. Joining a nimble and dynamic team, this post holder will have the opportunity to help shape the strategy and growth to ensure we achieve our vision of creating a more welcoming and inclusive society with community sponsorship thriving across the UK.

We are a values-based, passionate, and committed organisation. We believe it is vital to have a strong voice of community sponsorship that can bring community sponsors, sponsored families, lead sponsors and the wider community sponsorship family together to lead the community sponsorship movement forward and see a successful community sponsorship scheme in the United Kingdom and globally.

About the Role

This is an exciting time to join our team in a senior role that offers you the opportunity to make a real difference to the lives of thousands of refugees. You will primarily be responsible for delivering comprehensive, cost-effective communications and campaigns plans which incorporates social media, stakeholder engagement and campaigns to support the objectives of the organisation.

As Head of Communications and Campaigns, you will develop engaging communications campaigns to drive our activities, and you will strengthen our brand reputation to maximise our impact and voice working together with the Council.

You will leverage messaging and networks to positively impact on the growth and reputation of the organisation. You will lead on the creation and delivery of the communication strategy, with a focus on amplifying the voice of community sponsors and resettled refugee families to advocate at a national level for the growth and development of the Community Sponsorship scheme.

The ideal candidate will be highly organised, have an absolute eye for detail, be able to work independently and possess the drive and ambition to support a fast-growing organisation. This is a very hands-on role and whilst you will be working with members of UKWR and the Board, you will also be required to take on tasks such as creating and posting on social media and updating website copy, alongside the strategic responsibilities.

You will be reporting to the Director of UK Welcomes Refugees and through the Director to the Board and will be expected to manage your workload independently as we build Community Sponsorship Together with members, associates, allies, and partners.

Responsibilities

The main responsibilities are outlined below. This is not an exhaustive list.

- Lead on strategic communications by developing and implementing an integrated communications plan that are consistent with the goals of UK Welcomes Refugees
- Develop the Communications strategy for UKWR.
- Build media and digital media outreach and campaigns that empower members and allies and influences key audiences.
- Work with the Director, the Council, and the Board to drive an agile approach to communications, including spotting proactive and reactive opportunities, building higher-level relationships with journalists and partners, and developing tactical approaches. Play an active role in executing impact-focused communications strategies.
- Measuring the effectiveness of communications and campaigns – focusing on outcomes, not just outputs.
- Work closely with the Director to proactively identify and lead on opportunities for collaboration with third parties and external stakeholders, and manage these relationships to maximise positive exposure for UKWR
- Support our members to amplify the work they are doing on the ground.
- Design and implement strategic campaigns in line with the objectives of the Membership
- Maintain and produce engaging copy and content for the website and social media channels.

Applications

Please send your applications to UK Welcomes Refugees via email to info@ukwelcomesrefugees.org with the subject heading *Application: Head of Communications & Campaigns*.

Deadline: 17th August 2020 at 23:59 hours.

Interviews to be held week beginning 24th August 2020.

Your application should include:

1. Cover letter
2. Curriculum Vitae

Key Competencies & Attributes

Strategic Communications	At least 3 years' experience delivering top class communications and campaigns strategies, with an understanding of how strategic communications deliver change.
	Understands the power of storytelling and narratives, and has good editorial judgement
	Experience of writing copy to an excellent standard in a variety of styles (e.g. marketing and campaigns collateral, press releases, feature articles, website, and social media)
Building Effective Campaigns	Develop and co-implement strong and engaging influencing strategies across our key objectives, ensuring these are integrated with policy and campaigning.
	Identify, and assess the effectiveness of, opportunities and mechanisms to increase political stakeholder engagement and persuade decision makers to take positive action.
	Support a senior stakeholder engagement strategy to enable and empower the Director to effectively build that charity's profile.
Project Management	Track record of developing strategic relationships to enhance communications and advocacy efforts, e.g. civil society partners, consultants, journalists, opinion-formers.
	Ensure functioning systems are in place to keep abreast of the political environments, developing priorities of the membership and horizon scan effectively.
	Experience building relationships of trust and joint action with allied organisations is strongly desirable.
Team Player	A proactive approach to relationship building and a high level of diplomacy, with the ability to manage difficult situations at all levels.
	Experience of, and commitment to, working in high-performing teams that are highly collaborative and focused on outcomes.
	Experience of working with colleagues remotely, and in multicultural and diverse working environments desirable.

Person Specification

REQUIREMENTS		ESSENTIAL	DESIRABLE
QUALIFICATIONS	Degree or equivalent professional qualification		✓
EXPERIENCE	A minimum of 3 years proven, comprehensive experience in senior Communications and Campaigns OR 7 years in communications and campaigns	✓	

	A minimum of 3 years of experience of working in the refugee sector		✓
	Knowledge of the refugee resettlement sector		✓
	Experience of initiating new projects and developing them so that they become sustainable	✓	
	Experience of building consensus between diverse stakeholders to get UK Welcomes Refugees to its best level and benefit the membership of the organisation.	✓	
	Proven experience of raising profiles of an issue or organisation or a cause	✓	
	A proven track record of delivering and reporting against targets	✓	
	Experience of managing and developing websites	✓	
	Experience of managing multiple social media accounts and utilising analytics to adapt social media strategy	✓	
KEY SKILLS AND KNOWLEDGE	Outstanding communication skills, both verbally and written, combined with the ability to liaise with senior stakeholders	✓	
	Skills to act as a spokesperson on major media outlet	✓	
	Ability to work well as part of a team, and maintain effective communication with colleagues	✓	
	Excellent interpersonal skills with the ability to build relationships, lead, influence and motivate others	✓	
	Strong monitoring and evaluation skills and the ability to interpret results to adapt strategy	✓	
	Ability to act on own initiative to introduce and develop new Campaigns & Communication projects and systems	✓	
	Proven computer literacy to include MS Office, database software, and other online platforms	✓	

	Understanding of the policy and campaign landscape in the UK as it relates to refugees and migrants		✓
PERSONAL ATTRIBUTES	Exceptional leadership skills, with an ability to enthuse and inspire staff and volunteers	✓	
	A proactive approach to all areas of work with a 'can do' attitude and a flexible approach to work demands	✓	
	An appreciation and respect for different communities; including faith groups and different cultures.	✓	
	A strong commitment to the work of UK Welcomes Refugees, the Community Sponsorship and Refugees Welcome movement.	✓	