



Drive Communications Officer

Position:	Drive Communications Officer
Reports to:	Head of Communications
Hours:	37.5 hours per week with flexible working hours
Salary:	£23,000 - £25,000 (plus £3000 London weighting)
Travel:	London
Contract:	Fixed term to 31st March 2020
Benefits:	A generous package including 25 days holiday a year and public holidays, employee pension scheme with employer contribution, access to childcare voucher scheme, cycle to work scheme

Background

We know that there are 100,000 adults and 130,000 children are at high-risk of murder or serious harm due to domestic abuse, yet less than 1% of perpetrators receive any specialist intervention to change. We cannot tackle domestic abuse without getting to the root of the problem: the perpetrator.

Drive is an innovative national pilot that aims to improve the lives and safety of victims and children by holding high-risk perpetrators to account. The pilot combines 1-2-1 case management of perpetrators with a co-ordinated multi-agency response and sustainable transformation of local and national systems.

The pilot, led by Respect, SafeLives and Social Finance, has completed its first 18 months in three areas, Essex, Sussex and South Wales. We have learnt a great deal and the initial results around victim and child safety are encouraging.

It is a hugely exciting time for Drive as we now embark on a replication of the pilot across five new sites.

The Drive Communications Officer will be responsible for managing the communications strategy and activity for the project. This will involve supporting stakeholder engagement, digital communications, driving creative content, PR social media and working with partners across the country. The role will be supported by the Head of Communications who will be leading the strategic vision of Drive Communications.

The post holder will support us shifting the narrative around domestic abuse. For too long, perpetrators have been invisible from the public discussion on domestic abuse – we need to stop asking ‘Why doesn’t she leave’ and start asking ‘Why doesn’t he stop’ and this role will have an active role in changing the conversation. We need to get to the root of the problem – the perpetrator. Support Officer.



Supported by

About you

We need someone enthusiastic, motivated and organised individual who is both flexible and focused: an ability to be responsive to opportunities, while also be disciplined about messages and strategy. This role requires someone who is comfortable adapting style and tone for each audience: this could be the police, the public or a project partner.

The effective engagement of stakeholders and the public could be truly transformative in this project; it is a role with such potential to make real change for the project and for lives of survivors and their children.

Responsibilities

- Managing and keeping a hold on the Drive brand (both visual identity and messages), ensuring brand consistency across the partners and stakeholders
- Creating materials and presentations for Drive events, meetings and conferences.
- Creating press and media plans around internal and external milestones that are relevant to our key messages
- Developing and leading a stakeholder engagement plan
- Planning creative editorial and visual content that is engaging and audience-led (video, images, editorial, interviews)
- Developing a digital offer that properly utilises a range of channels across the partnership
- Editing and drafting reports to be used for stakeholder and wider engagement.
- Editing and drafting briefings for press interviews
- Managing Drive Partnerships contacts and ensure lines of engagement and communication are targeted
- Pitching pieces & stories to traditional and digital media
- Working on long-lead communications opportunities such as documentaries and magazine features.

Person Specification

Experience Essential

- A knowledge of off and online media
- Experience of developing communications plan
- Understanding of brand and key messages
- Working with a range of audiences
- Working with a range of stakeholders

Social media skills

Experience- Desirable

- Crisis and issues strategy and planning
- Video/image editing
- Google analytics and effective use of metrics
- Use of Wordpress
- Policy and public affairs experience

Skills

- Excellent written and verbal communications skills
- Well-organised and efficient
- Passionate about the issue
- Brave
- Creative
- Rigorous