



Communications Officer

Reports to:	Head of Communications and Marketing
Direct reports:	None
Hours:	Full time (37.5 hours per week)
Term:	Permanent
Holiday:	25 days plus bank holidays
Location:	Bristol or Central London
Salary:	£23,000 (plus £3000 London weighting as appropriate)
Benefits:	up to 4% pension contribution, 365 days a year access to Employee Assistance programme, Employer administered Childcare Voucher scheme, Cycle to work scheme

About SafeLives

We are a national charity dedicated to ending domestic abuse in the UK. Our mission is simple – to make sure all people affected by domestic abuse can live safely. We emerged from an urgent need to find better ways to help victims. We combine support for local services with evidence-based interventions; we hold the largest dataset on domestic abuse in the UK and use this to inform national policy.

It is a really exciting time to join us. We are brimming with ambition.

We launched our new strategy, brand and blueprint in 2015. We have an ambitious approach to data collection and a fully accredited range of training courses. We aim to help commissioners, frontline professionals and local services improve their response to families living with abuse.

We have a number of new programmes, partnerships and interventions including working with the whole family, testing ways to meet gaps in provision for victims least likely to engage with services, and challenging perpetrators to stop their behaviour.

We want to end domestic abuse, for good. We are committed to innovation, data, research and support for local practices to make this happen.

Role summary

This post is in SafeLives' Communications and Marketing team.

We have team members in both our London and Bristol offices. This new role could be based in either office, and will be line managed by the Head of Communications.

The aim of this role will be to improve our understanding of our audiences: professional, policy and the public. It will largely focus on marketing and communicating our approach to domestic abuse provision - such as promoting our data set and data collection tools, our training courses for domestic abuse professionals and the police, and our consultancy offer to relevant organisations. This role will ensure all our marketing will link back to our mission: to end domestic abuse.

It is an exciting time in the Communications team; we are working on a new strategy to make SafeLives the 'go to' organisation for domestic abuse. We are a small but ambitious team; we see communications and external relations as a key tool to transforming the national understanding and response to domestic abuse and subsequently are looking for someone who is innovative, independent and bold.

As this is a time of change, it is an opportunity in which new ideas and approaches are both welcomed and encouraged. This is a role for someone who wants to make their mark, and will need to be both pro-active and willing to get stuck in.

Three priorities for this role:

- Improve our digital and tech to better communicate with our audience and potential audiences.
- Embedding a more analytical view of our audiences, and ensuring our content and offer is matched to what those audiences need.
- Linking our marketing activity back to our mission and ensuring all external content and ideas match our values: rigorous, human and courageous.

Key duties and responsibilities

Marketing

- Marketing our tools and services to the domestic abuse sector and other relevant audiences.
- Using a range of digital and off-line tools to better understand what our key audiences need and targeting our content accordingly.
- Testing marketing content and methods with a range of audiences to increase understanding our SafeLives brand, tools and services

Digital/Tech

- Improve our digital offering and ensure our website and social media platforms are working as hard as possible to engage our audiences
- To support the Head of Communications in making better use of analytics and ad words
- Helping embed the CRM system within SafeLives
- Helping analyse our audiences and potential audiences using digital tools and online techniques.

Brand

- To build on the SafeLives' brand, using visual and verbal editorial to make it as engaging and bold as possible
- To support all staff in their understanding and use of the brand. Ensuring staff and stakeholders are excited by our brand and messages.
- Ensure all external facing content is professional, simple and targeted for the specific audience

Event Management

- To support organising and promoting events in a range of areas, from seminars, conferences and to public facing engagements

Editorial

- Help the MarComms team and other teams draft editorial for range of audiences e.g. marketing materials, blog posts, briefs for staff and external supporters, social media content, newsletters
- Support the team with the creation, collection and management of range of graphics/infographics/video/images across all channels.

Communications

- Supporting the Head of Communications and the rest of the team across a number of marcomms functions, including internal communications, CRM integration, marketing, user journey, customer support.

Any other duties commensurate with the general level of the role as directed by the line manager or SafeLives.

Person specification

Experience – essential

1. Creating content for websites and social media channels
2. Copywriting
3. Audience segmentation and analysis
4. Working with senior internal and external stakeholders
5. Working with external suppliers

Experience – desirable

1. Marketing strategy and delivery
2. Event management
3. Producing audio/visual editorial
4. Working with data and information visualisation e.g. infographics, graphics,

Skills and Knowledge - essential

- Ability to analyse data
- Ability to write content for specific audiences
- Ability to work under pressure
- Ability to work to tight deadlines
- Ability to be flexible and adapt to shifting priorities
- Creative and innovative approach to presenting information in a range of formats and channels
- Excellent attention to detail

Skills and Knowledge – desirable

- Understanding of the domestic abuse sector
- Understanding of local and national policy relevant to domestic abuse
- Digital strategy and planning (including Google analytics, SEO, user journey)
- Working knowledge of design packages
- CMS knowledge
- Experience of editing content online (Drupal, Wordpress)

Flexibility

The job description is a general outline of the job duties and responsibilities and may be amended as SafeLives develops. The post holder may be required to undertake other duties as may reasonably be required from time to time.