



Ending domestic abuse

Senior Communications Officer

Reports to:	Head of Communications and Marketing
Hours:	3 days per week (ideally Tues, Wed, Thurs)
Salary:	Band F £35,335 - £36,713 Pro Rata
Contract:	Permanent
Location:	Bristol/London/Remote (with some travel across UK. If remote, some travel to London and Bristol offices will be required)
Benefits:	A generous package including 25 days holiday per year plus public holidays, employee pension scheme with 4% employer contribution, Cycle2Workwork scheme, 365 days a year Employee Assistance Programme

Who are we?

We are SafeLives, the UK-wide charity dedicated to ending domestic abuse, for everyone and for good.

We work with organisations across the UK to transform the response to domestic abuse.

We want what you would want for your best friend. We listen to survivors, putting their voices at the heart of our thinking.

We look at the whole picture for every individual in the family, to get them the right help at the right time, so families everywhere can be safe and well.

And we challenge perpetrators to change, asking 'why doesn't he stop?' rather than 'why doesn't she leave?' This applies whatever the gender of the victim or perpetrator and whatever the nature of their relationship.

Together we can end domestic abuse. For everyone. For good.

Purpose

You will play a key role in strengthening SafeLives' public profile and credibility, ensuring our expertise and the voices of survivors shape the national conversation on domestic abuse.

This role will focus on press and media relations, strategic communications, and positioning SafeLives as a thought leader. You will build strong relationships with journalists, proactively secure media coverage, and identify high-impact opportunities for SafeLives to influence public debate. Through compelling storytelling, you will help ensure SafeLives' key messages reach the right audiences and drive meaningful change.

Working as part of the Communications and Marketing team, you will also support marketing and social media activity to promote SafeLives' training, fundraising, and practice consultancy work.

Responsibilities

- Lead the development and implementation of a proactive media relations strategy to raise SafeLives' profile and enhance our credibility. This includes handling media enquiries, drafting press releases and responses, building relationships with journalists, and securing media coverage that amplifies our key messages.

- Develop and implement a strategic PR approach to position SafeLives as a thought leader. This includes identifying high-impact speaking opportunities, securing panel spots at key events, and ensuring SafeLives' experts and survivor voices are represented in influential forums.
- Support the Policy and Public Affairs team in communicating SafeLives' influencing and policy priorities, ensuring key findings and survivor voices are effectively represented in external engagement.
- Collaborate with the Communications team to shape and deliver SafeLives' digital communication strategy, ensuring media stories and PR opportunities are effectively integrated across channels.
- Work closely with teams across SafeLives to ensure our rich evidence base, insights, and the expertise of survivors are woven into all external communications.
- Provide communications support across key projects and campaigns, ensuring messaging is clear, compelling, and aligned with SafeLives' values and strategic priorities.
- Undertake additional tasks as required by the Head of Communications.

Experience / skills / competencies

Experience (E = essential, D = desirable)

- Experience in developing and delivering successful press and media strategies, including working directly with journalists, handling media enquiries, and securing high-quality media coverage. **(E)**
- Experience in brand development and positioning to enhance organisational credibility and public awareness. **(E)**
- Experience in digital communications, including content creation, editing, and a working knowledge of Google Analytics and Google Ads. **(E)**
- Experience of partnership working, building and maintaining strong relationships with a range of internal and external stakeholders. **(E)**
- Experience in crisis communications and reputational risk management. (D)
- Experience in using data, research, and evidence to inform and strengthen communications. (D)
- Experience in developing communications for professional audiences, including policymakers, funders, or sector experts. (D)
- Experience in planning and delivering PR campaigns that elevate organisational profile and messaging. (D)
- Experience in marketing services or products, particularly in a not-for-profit or public sector context, to support income generation, training, or fundraising objectives. (D)

Skills

- Strong press and PR skills, with excellent media awareness, sound political judgement, and the ability to proactively identify and pitch stories. **(E)**
- Excellent writing and editing skills, with the ability to craft compelling, accurate, and engaging messages tailored to different audiences. **(E)**
- Strong stakeholder engagement skills, with the ability to develop meaningful relationships with journalists, media outlets, and sector partners. **(E)**
- Digital and social media expertise, including content planning, engagement strategies, and analytics. **(E)**
- Ability to translate complex issues and policy developments into clear, accessible, and impactful communications. **(E)**

- Strong organisational skills, with the ability to plan, prioritise, and manage multiple deadlines in a fast-paced environment. **(E)**
- Ability to use initiative and judgement to identify potential challenges early and develop practical solutions. **(E)**
- A commitment to ending domestic abuse and ensuring survivor voices are at the heart of communications. **(E)**

Competencies

Delivering quality

- Self-starter with the ability to use initiative and judgement to identify problems and propose solutions
- Good organisational skills including the ability to manage multiple projects and meet tight deadlines
- Takes responsibility for own workload, acts on own initiative, seeks feedback from others, evaluates own performance and then acts upon it
- Tries out new ideas and ways of working and identifies and shares learning.

Teamwork

- Works effectively as part of a team to deliver shared objectives and to build team spirit
- Supports colleagues in demanding situations, recognises the importance of well-being in self and others, accepts help and support from other team members
- Listens to the views of others

Communication & Relationship management

- Builds and maintains good relationships with a range of internal and external stakeholders
- Speaks and writes clearly and effectively and in a timely manner to both internal and external audiences
- Tailors communication to suit the audience

Influence

- Inspires confidence and trust– demonstrating high standards of integrity, honesty, and fairness
- Actively engages the knowledge, ideas, and contributions of others.

Innovation and creativity

- Tries out new ideas, working practices and technologies to improve own ways of working.

Teamwork and collaboration

- Understands the benefits of teamwork and contributes willingly
- Works towards shared objectives
- Shows flexibility and works with collective decisions

Communication and relationship management

- Communicates professionally internally and externally, both written and verbal
- Builds good relationships with a range of suppliers and external stakeholders
- Maintains confidentiality

Self-management

- Plans and prioritises work effectively, with the ability to manage complex projects and multiple deadlines
- Takes responsibility for own workload.
- Is solution rather than problem focussed

Goal orientation

- Demonstrates an understanding of how their own role contributes to achieving SafeLives' goals
- Is responsive to change which helps achieve goals
- Pursues tasks/goals with energy, drive and need for completion

Equality and Inclusion

SafeLives is committed to providing equal opportunities for all, irrespective of age, disability, race, sex, religion/belief, sexuality, gender identity, marital/civil partnership, pregnancy/maternity and working patterns. We are keen to have staff that appropriately represent all the communities we serve as an organisation.

Lived Experience

We believe there is no 'them and us' in domestic abuse and recognise that applicants may have direct or indirect experience of their own, whether disclosed or not. We are committed to placing lived experience at the heart of all we do, and colleagues who chose to share their personal expertise can do so openly and with organisational support. If there is any discussion during the recruitment process regarding a candidate's personal experience of domestic abuse, it will be treated confidentially and will not be shared outside of the interview panel/Human Resources.