

October 2024

## Recruitment of a Communications Manager

Dear Applicant

Thank you very much for your interest in applying for the role of Communications Manager at the Public Interest Law Centre. Public Law is one of three areas of legal aid work PILC delivers under its contract, the other areas being Claims against Public Authorities and Housing Law. It provides this alongside other work, focused on challenging decision-making that impacts migrants and minoritised communities, work to provide safety from violence against women & girls, upholding the rights of travellers & boat dwellers, and supporting those campaigners challenging the gentrification of their estates and building development on community open spaces. Our team is currently made up of seventeen staff, hybrid-working from our modern offices in Cambridge Heath, E2.

In this pack you will find:

- Background information
- Role description
- Person specification
- Application form
- Equality & Diversity form

After reading the enclosed information should you have any further questions please visit our website or otherwise contact Jean Demars at [jean.demars@pilc.org.uk](mailto:jean.demars@pilc.org.uk).

Make sure to address as many of the points listed in the person specification as you are able. If you need more space, please limit your personal statement to **no more than two additional supplementary pages**. Please do not send CVs as these are not considered. Your completed application form should be returned by email to [jobs@pilc.org.uk](mailto:jobs@pilc.org.uk).

The closing date for applications is **9am on Wednesday 13<sup>th</sup> November** and we anticipate holding interviews in person on Wednesday 27<sup>th</sup> November.

I wish you the very best of luck!

Yours sincerely



Dermot Morrow  
Operations Manager  
Encs.

## BACKGROUND INFORMATION



## PUBLIC LAW | HUMAN RIGHTS | LEGAL ACTION

The Public Interest Law Centre (PILC) was initially set up in 2016 as a project of Lambeth Law Centre and became independent in 2019. PILC has operated its own Legal Aid Contract since September 2023, enabling the Law Centre to act in Public Law, Claims against Public Authorities and Housing Law. PILC is registered as a Charitable Incorporated Organisation in England and Wales (No.1192355).

### **Mission**

The Public Interest Law Centre exists to challenge systemic injustice through legal education, strategic litigation, research and advocacy. We specialise in public law, actions against public authorities and public inquiries, bringing cases to court for individuals and grassroots groups who have been treated unfairly. We hold government and public bodies to account, challenging unlawful policies and practices. We see this work as vital in the context of austerity, Local Authority funding cuts, the expansion of the Hostile Environment and an increasingly authoritarian state. We will not rest until we see a fairer and more equal society.

### **Our Approach**

PILC is a legal organisation located at the grassroots. This is not a market choice: rather, it is where we come from and where we believe social change begins. This commitment forms the basis of our distinct identity as a Law Centre rooted in communities fighting for social justice.

We work in solidarity with people affected by systemic issues to build their power whilst highlighting their experience. Our priorities and the direction of our strategic litigation are set by these relationships. Strategy is formulated together with the individuals and groups we represent, whom we support through legal education to ensure that the process is transparent and meaningful throughout. Working this way implies a recognition that process and outcomes are not separate; we aim to integrate litigation within a broader movement for social justice.

We work in collaboration with grassroots groups, campaigns and frontline organisations through a

legal hub model, building capacity through legal education and advocating through legal action in key priority areas: state accountability, housing and land, migrants' rights and racial justice.

## **Achievements & Activities**

PILC has achieved significant policy change through its litigation work: we quashed a Home Office policy detaining and removing EU nationals sleeping rough (2017), enabled settled migrants to access student finance (2018), prevented the sale of Southall Town Hall, an iconic building used by community groups (2018), forced the Home Office to provide destitute migrants on immigration bail a way to be supported (2019), ended Lambeth Council's deceitful housing scheme that pushed homeless families out of borough (2020), compelled government to release £76 million ring-fenced funding to the Violence Against Women & Girls sector during C-19 first lockdown (2020), successfully challenged LB Camden's use of mixed-gender accommodation for women escaping domestic abuse (2020) and LB Southwark housing allocations policy (2019 and 2022). In 2020-21, we also represented Ricky Tomlinson, Arthur Murray and Brian Williams (members of the Shrewsbury 24) in their Court of Appeal case, which saw their 47-year-old convictions quashed. In January 2024 with the support of PILC, campaigners against the demolition of the Aylesbury Estate won their Judicial Review claim in the High Court against Southwark Council and the developer Notting Hill Genesis. The victory recognised that developers working with local authorities cannot make 'drop-in' amendments to planning applications that go far beyond the scope of the original plans. We use civil claims to strategically secure justice for our clients.

PILC continues to represent a number of individuals and groups in the Undercover Policing Inquiry, including the Stop the War coalition and ex-members of the SWP. We have also been instructed to act as solicitors to the independent Inquiry into the collusion of Unite the Union officers or officials in the operation of blacklists in the construction industry. We have been instructed by a number of organisations in the Covid 19 Public Inquiry, where we are representing Southall Black Sisters, Solace Women's Aid, IWGB, UVW, Kanlungan, JCWI, Doctors of the World and Medact as Core Participants.

PILC also delivers its work through funded projects in key priority areas. These projects are not separate from PILC's legal representation and strategic litigation. In fact, they often provide additional resources to develop and maintain relationships with vulnerable individuals, grassroots groups and frontline organisations. They also enable us to deliver on some of the Legal Hub model which complement formal legal work, such as training, capacity-building and second-tier advice.

In July 2024, PILC was awarded the Legal Aid Lawyer of the Year award for Legal Aid Firm/Not-For-Profit Agency.

## **Our People**

PILC is co-led by Jean Demars (Director) who oversees strategic, operational and financial management and Paul Heron (Legal Director) who oversees legal matters, which includes Inquiries work, casework management, litigation strategy and Legal Aid contract management. He is supported by Helen Mowatt (Head of Legal Casework). Dermot Morrow (Operations Manager) completes the management team. PILC currently employs seventeen staff, including eight solicitors.

## **Communications**

Communications has been a vital complement to PILC's legal work since our inception in 2016, which stems from a recognition that systemic injustice cannot be challenged through legal means alone. We use communications to:

- Publicise strategic litigation, whether we are owning victories or ensuring that the social-justice issues of a case aren't lost;
- Disseminate briefings about rights and entitlements as part of our legal education work;
- Publish research commissioned to provide an evidence base to the issues our clients encounter and other reports highlighting our work;
- Amplify the voices of our clients and grassroots-activist partners;
- Stay in touch with friends, colleagues and supporters through a regular newsletter.

## **Legal Aid and funding**

Most of our legal work is funded by the Legal Aid Agency, though we also receive grant funding to enable our movement lawyering approach and to fill the gap left by a broken public funding system. We were awarded our first contract with the Legal Aid Agency in September 2023, for matters in Public Law, Claims against Public Authorities and Housing Law. Prior to this we operated as an agent of Camden Community Law Centre. We retain a small number of legacy matters under this contract.

## **Quality Standards**

The Law Centre is accredited by the Law Society's Lexcel Quality Mark standard, and certified with the Cyber Essentials Plus scheme, providing PILC with protection against the most common cyber-attacks.

## **Registrations and memberships**

PILC is registered with the Solicitors Regulation Authority and the Law Society. We are also a member of the Law Centres Network, AdviceUK and the Legal Aid Practitioners Group.

Doc Ref: 4.4  
JOB REFERENCE: PILC/5/2024



## ROLE DESCRIPTION

<b>JOB TITLE:</b>	Communications Manager
<b>STARTING SALARY:</b>	£38,961 per annum
<b>HOURS</b>	Full Time 35 hours/week
<b>CONTRACT:</b>	Permanent
<b>BENEFITS:</b>	25 days holiday per year with 7% pension contribution
<b>LOCATION:</b>	Cambridge Heath E2 / Hybrid
<b>ACCOUNTABLE TO:</b>	Director
<b>DIRECT REPORTS:</b>	None
<b>PURPOSE:</b>	Lead on the development and delivery of PILC's communications strategy with an aim to grow the organisation's profile, increase the reach and influence of our work and develop supporter engagement.

### Introduction

The Public Interest Law Centre exists to challenge systemic injustice. We do this by holding government and public bodies to account and promoting access to justice for dispossessed and excluded groups. We work through legal representation, strategic litigation, research & advocacy and legal education.

PILC has been highly successful since its inception, winning a number of significant cases against government departments, local government authorities and other public bodies. Its successes have changed the law and administrative practices.

The post holder will work under the supervision of PILC's Director to grow the organisation's profile, increase the reach and influence of its legal work and develop supporter engagement.

### Specific responsibilities include:

#### 1. Communications Management

- a) Develop and deliver PILC's media and communications strategy in line with PILC's strategic plan (2024-27)
- b) Grow PILC's profile using project management skills to plan the delivery of communications activities across the year

- c) Develop fundraising communications plan to build PILC's Fighting Fund through individual donations
- d) Lead on creation, editing and production of PILC printed and digital resources, including the management of PILC's website
- e) Ensure communications policies in the Staff Office Manual are reviewed annually and/or updated as necessary.

## **2. Communications Delivery**

- a) Work closely with the Litigation team to use communications as another tool alongside legal action to further PILC's objectives, demonstrate our impact and amplify our clients' stories
- b) Copywrite and edit all external communications to ensure cross-organisational consistency in key messages, visual identity, style, tone and language.
- c) Develop PILC's branding, including innovative formatting for legal education.

## **3. Community & Supporter Engagement**

- a) Manage and develop PILC's social media channels
- b) Manage all aspects of crowdfunding campaigns for PILC cases, working closely with PILC lawyers and communities.
- c) Develop supporter engagement, including the publication of a regular newsletter
- d) Coordinate the development, organisation and delivery of PILC's online and in-person public events, including documentation by video or otherwise.

## **4. Media**

- a) Develop and maintain relationships with relevant media outlets and journalists
- b) Work reactively and proactively with journalists to secure media coverage of PILC's work and issues faced by PILC clients
- c) Work closely with the Litigation team to draft press releases and coordinate communications with journalists.

## **5. Evaluation and reporting**

- a) Monitor, evaluate and report on success/challenges of communications
- b) Maintaining up-to-date knowledge of effective communication strategies and emerging technologies in advocacy, community organising and social change to inform PILC's practice
- c) Maintain a strong awareness of the external environment relevant to social justice campaigning.

## **6. Social Policy**

- a) Remain alert to the social policy implications of issues presented by clients
- b) Contribute to taking appropriate action to influence social policy in regard to these issues.

## **7. Other duties**

- a) Engage in regular managerial supervision
- b) Attend training internally and externally as agreed with the Supervising Solicitor and maintain a record of all training undertaken and CPD points
- c) Undertake other duties which may be regarded within the nature of the post, in discussion with the Director.

## **Organisational standards**

The post holder will be expected to meet the following organisational standards in how they undertake their work and conduct themselves in the post.

## **Professional Development**

The post holder will:

- participate in the PILC team review and supervision processes as appropriate
- attend courses on new legislation, specialist skills and the use of information technology relevant to the role
- keep up to date with the changes in relevant legislation
- undertake such training as is necessary as to maintain the standards required.

## **Equality and Diversity**

The Law Centre's clients are largely on low incomes and come from a diverse range of minority ethnic groups. The post holder will be expected to show a particular interest in working with this client group and to show an understanding of equality and diversity issues.

The post holder will have regard at all times in the planning and execution of their duties to the Law Centre's Equality & Diversity Policy and will implement that policy faithfully.

## **Information Technology and Data Protection**

The post holder will be expected to use computers on a regular basis. S/he will also be expected to take responsibility for their own word processing, recording keeping, filing and case recording.

The post holder will be expected to follow the Law Centre's data protection policies and ensure the security of client data.

## **Review of this role**

This job description is to provide guidance and direction. It is not an inflexible document, nor is it intended to limit the range of duties which could reasonably be expected of the post holder. The job description will be reviewed at each appraisal.

**PERSON SPECIFICATION  
COMMUNICATIONS MANAGER**

		<b>Essential</b>	<b>Desirable</b>
	<b>Experience</b>		
1	Minimum 3 years communications experience with a proven track record of delivering results	✓	
2	Experience of planning and implementing effective campaigns and communications strategies through multiple channels	✓	
3	Experience building and strengthening the brand of an organisation	✓	
4	Experience of audience segmentation and personalisation to improve supporter journeys	✓	
5	Experience of writing compelling press releases, comments, website and social media copy.	✓	
6	Experience of building and maintaining strong links with the media;		✓
7	Experience of monitoring, evaluation and stakeholder reporting.	✓	
8	Experience of grassroots campaigning or activism		✓
	<b>Skills and Abilities</b>		
10	Excellent interpersonal skills with the ability to relate to a wide cross-section of people, including building rapport and trust with working class and marginalised communities	✓	
11	Excellent verbal and written communication skills and the ability to communicate complex information to a wide variety of audiences in an accessible and persuasive way	✓	
12	Excellent organisational, time and project management skills and the ability to prioritise, manage workload and resources effectively to meet deadlines	✓	
13	Desire to work as part of a team sharing information, encouraging collaboration and feedback, give and receive constructive feedback.	✓	
14	Proficient in the use of IT software packages including Microsoft packages, video communication and social media applications	✓	
15	Proficient in the use of WordPress, Google Analytics, MailChimp and social media tools	✓	
16	Proficient in the use of graphic design software, e.g. Illustrator, Photoshop, Canva		✓
	<b>Values</b>		
17	A demonstrable commitment to anti-discriminatory practice in all of your work.	✓	
18	A commitment to continuous professional development, including a willingness to develop knowledge and skills.	✓	
19	A commitment to apply yourself in everything you do to the highest standard.	✓	
20	A commitment to fight against injustice.	✓	