



Communications & Campaigns Co-ordinator (self-employed)

Role Description

ABOUT US

Big Leaf Foundation is a small charity working with displaced young people in Surrey. Our aim is to provide a nurturing programme of activities, projects and events that focus on combating social isolation and improving wellbeing for the young people we support.

The experience of arriving in a new country is, for many young people, overwhelming and incredibly difficult. They are often cut off from everything that is familiar to them, leaving them vulnerable to loneliness, isolation, anxiety and boredom. Our founders saw an opportunity to change their situation and help them feel a sense of inclusion within a network of their peers and the wider community.

We want to engage the young people we work with to be excited about the opportunities available to them, and to value their unique talents and abilities so that they can rediscover their potential and move forward with renewed optimism. We want to support and empower these young people to know that they are more than the status they have been given and help them find their place within their local community.

OUR VALUES

Trust & Transparency | Nothing is more important than trust, because so many of our young people have experienced a world in which they can trust nobody. It's essential that we build a relationship based on trust with our young people, and that they have confidence we will always act in their best interests. We achieve this by maintaining high standards of honesty and transparency at all times.

Equality | We approach everything we do with a deep sense of empathy and compassion. We strive to create a sense of community to which we all belong, on equal footing and to create a safe, secure and non-judgemental space for young people to engage and build new friendships, explore new activities, and uncover their talents and passions.

Growth | Everything we do is focused on promoting the personal growth of our young people – growth that allows them to know they are more than the status they have been given and that each one of them is unique and valued.

ABOUT THE ROLE

Overview

Big Leaf Foundation is now entering its sixth year and we are looking to the future. To ensure we can continue to fulfil our objectives we want to engage more people in our work and make our collective 'voice' louder through increased awareness of the issues and how people can help. Our Communications & Campaigns Coordinator leads our communications and supporter engagement work including developing and implementing our communications strategy and events plan.

- Contract: Self-employed position for 6 months; moving to employee contract thereafter.
- Hours: Full-time (40 hours) p/w
- Salary: £115 – £135 per day depending on experience
- Location: Hybrid with minimum 3 days per week in Surrey (BLF office or on projects)
- Reports to: Line Manager & Trustees
- Closing date: Wednesday 5 February 2025
- Interviews: Week commencing 10 February 2025
- Start date: mid-end of March depending on availability

We're determined to put user-voice at the heart of what we do and to provide a more hopeful and human-centred narrative around asylum. Our Communications Coordinator will lead this work, building case studies and supporting our young people to share their stories through our new Youth Ambassadors programme. We also want to build links with other organisations that campaign to improve the rights of displaced young people and/or ensure existing legal rights are upheld – exploring how Big Leaf can best support and add value to these campaigns.

KEY TASKS

Communications

- Develop and implement a communications strategy to engage more people in our work and make our collective 'voice' louder through increased awareness of both the issues and how people can support.
- Cultivate existing and new relationships with the media/journalists to grow the organisation's influence and reach.
- Create, edit and proofread materials including website content, newsletter, blogs, reports, social media and multi-media content etc.
- Support the wider Big Leaf Foundation (BLF) team to create impactful content that is consistently on brand, representative of BLF's voice and in line with the overall communications strategy, providing team training and editorial oversight.
- Contribute to BLF fundraising activities through the writing of case studies/content as needed and/or supporting community fundraising events;

- Ensure BLF communications represent the voices of the young people we support;
- Recognise, understand and manage risks around the identification of our beneficiaries in communications and media work, keeping safeguarding front of mind at all times;
- Support BLFs Youth Ambassadors to amplify our message and that of our beneficiaries e.g. through print and broadcast media; partner training; participation in relevant consultations/focus groups etc including arranging speaking events and helping them prepare for interviews;
- Regularly evaluate communication activities and make recommendations for continuous improvement.

Events

- Lead on our Refugee Week plans each June - working with young people to co-create a series of events and activities that provide the opportunity for our young people, team, volunteers, supporters and wider network to come together and build connections while also maximising comms potential around RW;
- Support the wider Big Leaf team in planning and delivering other community events throughout the year; specifically providing communications support and ensuring the events have local media coverage where appropriate.

Campaigns & advocacy

- Cultivate relationships with organisations that campaign to improve the rights of displaced people; and/or ensure existing legal rights are upheld, exploring how Big Leaf Foundation (BLF) can best support and add value to these campaigns.
- Support our Youth Ambassadors who want to make their voices heard in local and national debates around displacement and immigration;
- Ensure BLF campaigns and advocacy activities are in-line with Charity Commission rules on political campaigning.

General

- Represent BLF (aims, mission and programmes) to external audiences.
- Understand your responsibilities in regard to safeguarding and data protection and retain best practice to inform your work with BLF.
- Liaise with other members of the BLF team and trustees as needed to fulfil the role and undertake other areas of work as required.

PERSON SPECIFICATION

Essential

- Passion for supporting displaced young people and commitment to Big Leaf's aims and values.
- 4+ years of experience in a communications and campaigns role in a small to medium size organisation.

- Excellent strategic thinking, project management and planning skills.
- Experience designing communications or campaigns strategies.
- Able to turn plans into practical actions and think creatively and innovatively.
- Excellent English communication skills and proven track record of creating simple, engaging and impactful external communications for multiple audiences.
- Experience of website CMS and email marketing software (e.g. Weebly and Mailchimp).
- Strong interpersonal skills and ability to communicate effectively, collaborate and inspire across different ethnicities, denominations and traditions.
- Experience of working collaboratively and establishing positive working relationships with internal and external stakeholders.
- Experience of engaging and empowering service users to participate and influence local and/or national campaigns.
- Experience of evaluating communications and advocacy activities and using this information to implement improvements.
- Able to work on own initiative as a self-starter in a fast-moving team.
- Awareness of conflict and migration issues and sensitive to cultural issues.
- Strong multitasking and problem-solving skills.

Desirable

- Understanding of the causes of displacement (such as geo political and human geographic) and the effects displacement has on young people.
- Experience of design software (e.g. Adobe Photoshop).

This Communications and Campaigns Coordinator role is a **six-month self-employed contractor role** after which we intend to transition to an employee contract. Recruitment is done in line with safe recruitment practices. Successful applicants will have regular direct contact with our beneficiaries and will be required to undertake a criminal record check through the Disclosure and Barring Service. A criminal record will not automatically prevent you from being considered for this role (more information is available in our Policy Statement on the Recruitment of Ex-offenders). Full terms will be set out in the consultancy contract agreement.

TO APPLY

If you feel that you have the skills, experience and motivation required for this role, please complete our application form and return it to contact@bigleafoundation.org.uk before 6pm on 5 February 2025.