



# Communications and Marketing Officer

**Reports to** Communications and Marketing Manager  
**Hours** 37.5 hours per week  
**Salary** Band D £30,321.20 - £31,503.72  
**Contract** Permanent  
**Location** Bristol/London/Home (with occasional travel across UK)

Benefits		
34 days holiday inc public holidays	Flexible working eg compressed hours	Cycle to work scheme
Eye Care Vouchers	Pension scheme with 4% employer contribution	Childcare Vouchers
Employee Assistance Programme	Clinical Supervision	Holiday Purchase Scheme to buy up to an additional 5 days
Enhanced Family leave Policies	Enhanced Sick pay	Professional Development Fund
Individual learning budget	Restorative Practice Training	Time Off In Lieu

## 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 each individual and family to get the right help at the right time to make families everywhere 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.

Last year alone, nearly 25,000 professionals working on the frontline received our training. Over 79,000 adults at risk of serious harm or murder and more than 99,000 children received support through dedicated multi-agency support designed by us and delivered with partners. In the last seven years, almost 5,000 perpetrators have been challenged and supported to change by interventions we created with partners, making nearly 15,000 adult and child victims of their abuse safer.

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

## Purpose

The purpose of this role is to tailor and support delivery of our key messages to a number of different audiences via a range of platforms and mechanisms.

## Position context

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The Communications and Marketing Officer post is in the Communications and Marketing team, within SafeLives' External Relations Directorate.

The Communications and Marketing Officer supports the delivery of our key messages to advance our mission of transforming the response to domestic abuse.

The Communications and Marketing Officer will work closely with the Communications and Marketing Manager to enhance SafeLives' profile and reputation as a trusted expert in data, voice and practice.

This role is instrumental in marketing our training courses, products, research, and services to professional audiences.

The Communications and Marketing Officer develops and produces high-quality, engaging content for our website, social media platforms, newsletters, and other communication channels.

The role involves coordinating with internal teams to ensure consistent messaging and branding across all SafeLives' communications. And tracking and analysing the effectiveness of external communication campaigns.

## Responsibilities

1. Create, package, and disseminate a range of multimedia content, including graphics, infographics and videos across all channels.
2. Ensure all digital content aligns with SafeLives' brand and communication guidelines.
3. Manage and monitor our social media activity to improve engagement, including producing regular channel evaluation reports.
4. Maintain the website, ensuring compliance with content and style guide requirements.
5. Improve website performance via search engine optimisation, key word advertising and other methods as needed, and produce regular website evaluation reports.
6. Support internal communication activities to ensure all staff understand our strategic priorities, our work, and how we do it.
7. Working with the Training and Practice teams, deliver marketing plans for a range of courses for professionals, and our specialist consultancy and research services.
8. Support the Communications and Marketing team to promote our income generation activities, working alongside the Training, Practice, Fundraising and Research teams.
9. Support the Communications and Marketing team with media enquiries, helping to draft and distribute press releases, respond to press enquiries, and build relationships with journalists and media outlets.
10. Work with the Research team to disseminate research findings.
11. Work with survivors to ensure their voices are at the heart of all we do.
12. Undertake research as needed to inform communication activities.
13. Undertake other activities as required by the Head of Communications and Marketing.
14. Maintain an accurate and secure audit trail of all relevant communication and ensure that all work is compliant with data protection law.
15. To engage in a sensitive, constructive, and effective way with all survivors of abuse, through emails to the Communications inbox, Pioneer interaction, experts by experience, colleagues, and any other interaction we have in our day-to-day work.
16. Undertake any other duties as may reasonably be required.

## Person specification

(E) – Essential (D) – Desired

### Experience

1. Experience of creating innovative content for different channels and audiences including use of basic graphic design software and video editing skills (E)
2. Experience of deploying content across digital platforms (E)
3. Experience using website content management systems (CMS) and web analytics tools (e.g., Google Analytics) (D)
4. Experience working with a range of internal and external stakeholders (E)
5. Experience of developing and delivering successful marketing campaigns (E)
6. Experience working with the media (D)
7. Experience planning and organising events (D)
8. Commitment to include the voice of those with lived experience in all we do (D)

### Skills (All the below skills are Essential)

1. Excellent writing and editing skills
2. Good digital and social media skills with an awareness of analytics and search engine optimisation
3. Awareness of marketing techniques and an analytical approach to influence future campaigns
4. Ability to process complex information and ensure suitability for different target audiences
5. Ability to plan, prioritise, use own initiative, and meet multiple deadlines
6. Ability to be flexible and adapt to shifting priorities
7. Ability to use initiative and judgement to identify problems early and propose solutions

## Competencies

### Delivering quality

- 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**

- Looks for ways to improve current practice
- 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**

- Uses appropriate techniques to influence others
- Communicates professionally internally and externally, both written and verbal
- Builds good relationships with a range of suppliers and external stakeholders to improve service delivery
- 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
- Flexible approach when dealing with colleagues and external stakeholders

### **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**

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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**

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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 of domestic abuse 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.