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Communications Lead - Job Description

About us:

[The Death Penalty Project](#) (DPP) is a legal action NGO with special consultative status before the United Nations Economic and Social Council.

We provide free representation to people facing the death penalty worldwide, with a focus on the Commonwealth. We use the law to protect those facing execution and promote fair criminal justice systems, where the rights of all people are respected.

We believe the death penalty is a cruel and inhuman punishment that discriminates against the poorest and most disadvantaged members of society. We want to see it consigned to history.

What we do:

We **represent** and assist those facing the death penalty and other cruel punishments, free of charge.

We **deliver** targeted and practical capacity building to judges, lawyers, mental health professionals, and others working within the criminal justice system.

We **commission** original research and publish training resources that challenge misconceptions and deepen understanding around the death penalty.

We **engage** with governments, policymakers, and other key stakeholders in a constructive dialogue on how abolition of the death penalty can be achieved.

Position:	Communications Lead
Position reports to:	Deputy Director
Duration of contract:	Permanent, subject to a three-month probationary period
Hours:	Full time - 35 hours per week. Normal office hours are 9:30am to 5:30pm (with one hour for lunch), but flexibility will be required. DPP are open to flexible / part-time working requests.
Salary:	£45k - £55k per year, subject to experience
Holiday entitlement:	25 days plus UK bank holidays
Pension:	5%
Location:	Combination of work from home and office days in Central London each week
Start date:	Immediate

Key responsibilities:

The Communications Lead will be responsible for the planning and implementation of DPP's communications output across all platforms. Working closely with the Deputy Director and Co-

Executive Directors, as well as the projects and legal teams, they will ensure that DPP's communications are informative and engaging, as well as tailored to our audiences.

DPP's communications strategy has a strong emphasis on organisational goals related to fundraising. The Communications Lead is therefore an integral part of efforts to inform, engage and sustain our relationships with current and prospective funders. This will involve developing and designing content that communicates our achievements through story-telling and by demonstrating our impact, across multiple outputs, such as the website, publications and other promotional material. This will also involve co-organisation of a select number of events each year. The Communications Lead will also contribute to stewarding the Board's involvement in these efforts, through participation in the Board's Fundraising & Communications Sub-Committee.

This is an exciting role for an experienced communications professional that enjoys managing a range of responsibilities within a small, passionate team in a fast-paced environment.

In the first year of the role, the Communications Lead will take on the project management of a refresh of DPP's branding and editorial guidelines and the development and launch of a new DPP website.

General

- Deliver and track progress against a communications strategy that advances DPP's organisational goals across a breadth of communications outputs, including online, promotional, press and digital
- Maintain DPP's communications guide and ensure that the organisation uses language, tone, style and branding consistently in its communications output
- Participate in meetings of the DPP Board's Fundraising & Communications Sub-Committee
- Contribute to the planning and organisation of DPP events
- Identify and escalate any risks (technical, reputational, or other) across communications platforms to the Deputy Director and/or Executive Directors
- Keep up to date with communications best practice and creative tools used within the non-profit sector

Website / Online

- Administer the DPP website, including updating content and general day to day management of the website, as well as coordination with the website host

Publications and promotional material

- Draft and / or coordinate the development and promotion of press releases, blog posts, stories, and other website content, with editorial input from the projects and legal teams and/or leadership team
- Coordinate the publication of our Annual Report, as well as any research reports, and the production of twice-yearly newsletters, with drafting and editorial input from the Deputy Director and Executive Directors
- Collaborate with the team to develop and design compelling promotional material about our impact and achievements for external audiences

Press

- Respond to media and press enquiries, coordinating with the Deputy Director and / or Executive Directors as needed
- Monitor media outlets for coverage of our work and stories related to the death penalty, specific cases, and other issues as relevant

- Develop and maintain relationships with journalists (broadcast, print, digital) in the UK and internationally

Social media / Digital

- Manage DPP's X and LinkedIn pages, including scheduling, posting, monitoring and responding to queries

Knowledge, skills and experience

Essential:

- At least five years of relevant communications experience in the non-profit and / or human rights sector
- A self-starter that enjoys working in a small team, with rapidly changing priorities and deadlines, and with a range of responsibilities
- Experience implementing a communications strategy with a strong emphasis on fundraising
- Excellent writing skills, with the ability to distil complex information and adjust tone for different audiences
- Excellent attention to detail
- Track record of working collaboratively with non-communications colleagues and external partners to develop and deliver communications outputs
- Track record of managing communications projects, such as an Annual Report or a website redesign
- A strong interest in human rights issues related to The Death Penalty Project's work
- Permission to live and work in the UK

Desirable:

- Enthusiasm for communicating human rights challenges and achievements and creative ideas of how to do this
- Strong editorial judgement and existing relationships with the press

To apply please send your CV and a cover letter with the reference 'Application – Communications Lead' to recruitment@deathpenaltyproject.org. Only shortlisted candidates will be contacted.

Closing date: 12 January 2025. Applications will be reviewed on a rolling basis.