

Policy, Public Affairs & Communications (PPAC) Officer

Position:	Policy, Public Affairs & Communications (PPAC) Officer
Reports to:	Communications, Public Affairs and Policy (PPAC) Manager
Hours:	Full time (37.5 hours per week)
Salary:	Band D (£29,438.06 – £33,018.38) – plus £3,000 London weighting if applicable
Location:	London office and/or remote working, with regular meetings in London and occasional travel to other locations around the UK, including our Bristol office
Travel:	You may be required to travel occasionally between London and Bristol
Contract:	Fixed term to March 2026, with the possibility of extension
Employer:	SafeLives
Benefits:	A generous package including 25 days holiday a year plus bank holidays, pension scheme, childcare voucher scheme, cycle to work scheme

About SafeLives

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.

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

About the Drive Partnership

The Drive Partnership, formed by Respect, SafeLives and Social Finance, is working to transform the national response to perpetrators of domestic abuse. We seek to change the domestic abuse narrative that asks ‘why doesn’t she leave?’ to ask ‘why doesn’t he stop?’. At the same time as delivering interventions, we are working across the domestic abuse specialist sector, public

sector partners and beyond to develop sustainable, national systems that respond effectively to perpetrators of domestic abuse.

Our vision is that one day there will be a national approach which sees agencies in all PCC and local authority areas across England and Wales working together with a focus on those who cause harm, the perpetrators, to disrupt abuse and change behaviour.

Purpose of role

Our influencing work is changing the UK conversation about domestic abuse, with both national and locally based elected representatives and the officials and colleagues who work alongside them. Our PPAC Officer, reporting to the PPAC Manager, will be crucial in helping us to develop our engagement, as well as deepen our policy influencing capacity to support our roll-out of ground-breaking interventions to end domestic abuse and ensure support for the whole family to keep people safe sooner. You will be joining the organisation at a pivotal moment. The Victims and Prisoners Bill will be making its way through its final stages in Parliament and a General Election is likely to take place in 2024, providing an unmissable opportunity to ensure that SafeLives' priorities for improving the response to domestic abuse are taken forward by the next Government.

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 represents all the communities we serve as an organisation.

We would particularly welcome applicants from people from the following under-represented groups:

- People from racialised communities
- Deaf and Disabled people
- LGBTQ+

We always welcome and support applications from those who have personal experience of domestic abuse.

Key duties and responsibilities

As part of a team, this post will support the PPAC Manager to:

- Advance the development of a strategic approach to perpetrators of domestic abuse, identifying and acting on policy opportunities to promote SafeLives and Drive Partnership data through various channels such as select committee enquiries, consultations, and news developments.

- Co-ordinate communications across the network of 80+ organisations who have signed up to the Call to Action, building commitment of members and impact.
- Build and maintain our network of external and internal (Drive Partnership and site level partner) relationships to:
 - develop safe and effective strategic public policy responses
 - promote the above perpetrator related policy positions to decision makers
 - offer sector leadership on best practice in perpetrator work
- Communicate Drive Partnership's learning, messaging, reach and impact in the form of digital posts, reports, briefings, statements and policy positions.
- Develop clear, well researched, high-quality materials for external political and policy audiences and senior internal stakeholders to support the delivery of influencing priorities. This will include drafting reports, policy briefings and factsheets utilising internal and external datasets, practice case studies, research and evaluation, and drawing on survivor voice
- Ensure our key messages are communicated effectively, working with partner organisations and having a keen eye on ensuring an inclusive approach in line with our equity, equality, diversity and inclusion goals.
- Support the Drive Partnership's practice team of Expert Advisers to tailor resources for frontline staff, operational managers, and strategic staff from various organizations.
- Engage in a compassionate, considerate and effective way with victims and survivors, through calls to the office, Pioneer interaction, colleagues and any other interaction we have in our day to day work
- Work with Drive Partnership's practice team of Expert Advisers to consult with and give a platform to the voices of victims-survivors, case managers, professionals, and service users in a responsible and safe way
- Embed communications with partners and in current and new sites
- Maintain an accurate and secure audit trail of all relevant communication and ensure that all work is compliant with data protection law.
- Undertake any other duties as may reasonably be required, as agreed with PPAC Manager and /or Drive Project Director.

Person Specification:

(E = essential, D = desirable)

Experience

- Creative and innovative approach to presenting information across different formats and channels, for a range of audiences (E)
- Digital communication, including editing and creating online content (E)
- Knowledge of Google Analytics and AdWords (D)
- Experience using website content management systems (E)
- Experience of building and maintaining good relationships with a range of internal and external stakeholders (E)
- Developing and delivering successful marketing campaigns (D)

- Working with data and information visualisation e.g. infographics, graphics (D)
- Experience working with press and media/ policy-makers / parliamentarians (D)
- Experience of managing the running of small-scale events, stakeholder briefings or webinars (D)
- Commitment to include the voice of those with lived experience in all we do (D)
- Experience of working in coalitions (D)
- Experience of working on political or charitable campaigns (D)

Skills

- Exceptional writing and editing skills, both long-form (e.g. briefings, reports) and short-form (e.g. blogs) (E)
- Ability to work at speed, condensing large quantities of information down to compelling, accurate key messages (E)
- Excellent attention to detail and strong organisational skills, able to use project and programme management tools when appropriate (E)
- Understanding of public policy processes (D)
- Good digital and social media skills (D)
- Awareness of marketing techniques and an analytical approach to influence future campaigns (D)
- Ability to process complex information and ensure suitability for different target audiences (E)
- Ability to plan, prioritise, use own initiative and meet multiple deadlines (E)
- Ability to be flexible and adapt to shifting priorities (E)
- Ability to use initiative and judgement to identify problems early and propose solutions (E)
- A commitment to end domestic abuse and to Drive Partnership's values of inclusivity (E)

Competencies

Team work and collaboration

- Works effectively as part of a team to deliver shared objectives and to build team spirit
- Listens to the views of others

Communication and relationship management

- Builds and maintains good relationships with a range of internal and external stakeholders
- Speaks and writes clearly and effectively to both internal and external audiences

Delivering quality

- 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

Influence

- Is visible and approachable, taking time to talk to colleagues and support with queries

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 of domestic abuse at the heart of all we do, and colleagues who choose to share their personal expertise can do so openly and with organisational support. If there is any discussion during the course of the recruitment process regarding a candidate's personal experience of domestic abuse, it will be treated confidentially and will only be shared outside of the interview panel/Human Resources, if you would like it to be.