



|                         |   |
|-------------------------|---|
| <b>Job Title:</b>       | External Communications and Advocacy Coordinator  |
| <b>Job Type:</b>        | Permanent   |
| <b>Working Hours:</b>   | 22.5 hrs (Flexible)   |
| <b>Salary:</b>          | £30,858 (Pro- rata)   |
| <b>Reports to:</b>      | Fundraising and Communications Manager  |
| <b>Location:</b>        | Flexible (with travel to London at least once a month)  |
| <b>Responsible for:</b> | The coordination and management of all aspects of the StreetDoctors external communications and advocacy. |

#### Context

StreetDoctors is an award winning national charity which trains over 10,000 young people affected by violence each year in emergency first-aid through a team of 300 volunteers. We believe knowledge is power, so we empower young people at risk with the skills to become part of the solution to violence, rather than just being seen as ‘part of the problem’.

This enables young people affected by violence to have the skills and knowledge to save lives, and increase their understanding of the medical and psychological consequences of violence. Our training is delivered by our movement of young healthcare volunteers (nurses, paramedics and doctors) who work in partnership with criminal justice services, schools, pupil referral units, youth, sports and community groups.

#### Main Purpose of Role

As the StreetDoctors lead for external communication and advocacy, the key areas of focus will be:

- **External Communications**  
To develop and maintain creative communication routes with partners, stakeholders and policy makers, to increase StreetDoctors value and level of engagement within the sector.
- **Advocacy**  
To support the positioning of the StreetDoctors offer and engagement in policy making with government departments, devolved countries and regional decision makers (including PCC’s, Regional Mayors).
- **Strategy and Policy Development**  
To create, develop and maintain partnerships with a range of organisations to support the development of StreetDoctors research, policy and strategic direction.

#### Main Duties & Responsibilities

##### External Communications:

1. To represent and be an ambassador for StreetDoctors at regional and national meetings, partnership events and policy development opportunities.
2. To ensure the insight from young people, community members, partners and volunteers within the organisations are amplified effectively through StreetDoctors external communications.

3. To develop and implement creative routes of communicating StreetDoctors messages with key stakeholders and policy makers.
4. To support the development of StreetDoctors messaging and sharpen up the focus and value of the brand.
5. To ensure young people's voices are represented within the external communications and their voices are amplified.

**Advocacy:**

6. To increase the level of engagement StreetDoctors has with government departments and policy makers.
7. To develop and maintain relationships with regional decision makers (PCC's, Mayors etc) and devolved governments.
8. To promote and market new StreetDoctors products and offers to key stakeholders and funders.
9. To work with the management team to coordinate and develop StreetDoctors advocacy role by developing our policy influencing activity.

**Strategy and Policy Development:**

10. To develop and maintain stakeholder engagement with a range of strategic partners.
11. To provide horizon scanning of the sector and key political changes, to inform the development of StreetDoctors offer and positioning.
12. To provide research capacity and support the development of new StreetDoctors projects and programmes.

**Other Key Activities:**

13. To actively participate in staff meetings, training activities and events.
14. Maintain and actively promote an organisational culture that embraces the StreetDoctors' values.
15. Support and lead on national StreetDoctors projects, including carrying out any other duties that may be required to meet the needs of the charity.

| Person Specification Criteria   | Essential/<br>Desirable  |
|---|--|
| <p><b>Knowledge &amp; Skills</b></p> <ul style="list-style-type: none"> <li>● Educated to higher education level or with equivalent learning or experience.</li> <li>● Recognised qualification in communications and marketing, or equivalent by experience.</li> <li>● Working knowledge of the legislation related to working with young people and the impact of youth violence and its solutions.</li> <li>● Excellent organisational and project management skills.</li> <li>● Excellent communication skills, both written and oral.</li> <li>● A detailed understanding of the policy environment, political institutions and the process of government.</li> <li>● Ability to respond to changing external agendas, often at short notice and manage tight timelines effectively.</li> </ul> | <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>E</p> <p>E</p>                   |
| <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>● Experience of working within a youth, community or training environment.</li> <li>● Experience in developing and managing stakeholder relationships.</li> <li>● Proven ability in problem solving, innovation and creativity.</li> <li>● Experience in project management and managing KPI's, monitoring and evaluation.</li> <li>● Proven ability to develop and implement both external communications and marketing strategies.</li> <li>● Experience of working with the media.</li> <li>● The production of high quality written work to influence policy outcomes.</li> <li>● The implementation of research projects and creation of policy papers.</li> <li>● Developing professional relationships.</li> </ul>             | <p>D</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> |
| <p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>● Ability to work on your own initiative and as part of a team.</li> <li>● Ability to communicate diplomatically and articulately with a range of stakeholders.</li> <li>● Leads by example in upholding values, inspiring, motivating and supporting colleagues.</li> <li>● Builds strategic relationships, partnerships and projects through collaboration and co-production.</li> <li>● Finds different ways to construct and customise solutions, including finding and building on existing experience and good practice.</li> <li>● Ensures inclusive practice and promotes diversity.</li> </ul>   | <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>E</p>                            |

**Changes to the Role:**

*This is a description of the job as it is presently constituted. It is the practice of StreetDoctors to review job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. This job description is supported by annual objectives and performance standards to provide an indication of the level of performance expected from the role.*