

JOB ADVERT:

Senior Communications Officer

Location:	Remote (with occasional travel)
Salary:	£34,200
Length of contract:	Permanent
Hours per week:	37
Interviews:	15 th & 16 th May

Who are Women's Aid?

Women's Aid is the national charity working to end domestic abuse against women and children. We are a federation of over 170 organisations which provide just under 300 local lifesaving services to women and children across England. For almost 50 years we have campaigned on behalf of our members and survivors to shape policy and practice, and to raise awareness of domestic abuse.

Purpose of the Senior Communications Officer role:

As Senior Communications Officer, the successful candidate will be a creative, agile and impactful professional, who will play a pivotal role in shaping Women's Aid's communications campaigns, working closely with the Communications Manager and the Head of Media, Brand and Relationships. The successful candidate will take the lead on generating creative, engaging content and ideas for Women's Aid communications – including major campaign moments and brand awareness. Working across all external channels, including traditional media and social media, you will curate compelling stories that build our profile and target key audiences in our mission to keep women and children safe from domestic abuse. You'll be joining us at an exciting time, as we mark our 50th Birthday with some powerful campaigns and engagement.

Key duties and responsibilities of the Senior Communications Officer:

- To be the key communications officer representing the communications team, developing the key messaging of external campaigns, brand-building and communications for the organisation and developing public awareness of these.
- To lead on planning, drafting and implementing a communications plan for Women's Aid key communications campaigns such as International Women's Day, 16 Days, as well as wider organisational projects, incorporating press and social media and providing media support as required.
- To develop relevant media and social media contacts, as well as contacts in the sector, to maximise the reach and coverage of key communications campaigns as well as wider

organisational projects.

- To work with colleagues to ensure the campaigns take an intersectional approach and centres the most marginalised voices.
- To work with a diverse range of survivor case studies and media spokespeople, including Women's Aid member organisations, and to ensure they are treated in an appropriate and safe manner.
- To help identify both proactive and reactive media opportunities.
- To write blogs, news articles and promotional copy for Women's Aid.
- To proof and typeset publications as required.
- To be part of the communications team out-of-hours on call rota for media calls.
- To line manage the Junior Communications Officer

What we are looking for in our Senior Communications Officer:

- At least two years experience working in communications/journalism/publications or similar.
- Experience of liaising with a variety of individuals and organisations of all seniorities, internally and externally.
- Experience of maintaining systems for information storage and retrieval.
- Experience of online communications/websites/social media, including Content Management Systems.
- Experience delivering public-facing campaigns with a range of stakeholders.
- Experience in getting effective PR results.
- Ability to produce high quality written material, for copy writing, copy editing and publicity materials, posters and press releases.
- Capable of translating complex information into audience-friendly messages.
- Ability to carry out a range of research and information-gathering activities.
- IT skills, including accurate data inputting skills, ability to use Microsoft programmes, understanding of Content Management Systems and troubleshooting simple website problems, and willingness to learn new packages and IT skills as required.
- Ability to communicate sensitively with survivors of domestic violence to discuss case studies.
- Ability to work on own initiative and prioritise work, work to tight deadlines and respond to urgent unplanned demands.
- An understanding of public affairs and the role that campaigning plays.

Benefits of joining us as our Senior Communications Officer include:

- **Generous Annual Leave:** 25 days + 2 Company Holidays + 8 UK Bank Holidays, with an extra 1 day per year after 1 year of service, up to a maximum of 5 additional days.
- **Valuable Pension Benefits:** a generous 7% employer contribution.
- **Flexible Working:** remote working, a generous TOIL scheme, and family-friendly policies

- **Wellness and Support:** including a cycle to work scheme, free optician check-ups, annual flu vaccines, access to a 24-hour employee assistance counselling helpline, a 'Headspace' app for mindfulness, and 'Reflective Practice' sessions.
- **Making a genuine difference,** in a rewarding role where your work will directly result in helping Women's Aid to be able to provide lifesaving services for women and children across England.

How to apply?

- **Please submit your CV and a Cover Letter.** Your Cover Letter should be no more than 2 pages long and should include a summary of your reasons for applying for the position. You should also include details of how your skills, behaviours and experience meet those necessary for the role, as listed in the Job Description and Person Specification.
- **Please ensure that you also complete the EDI form and send all completed paperwork to recruitment@womensaid.org.uk.** (Please clearly mark your name and the role title in the subject line of your email).

NB:

- **Women only need apply under schedule 9 (Part 1) of the Equality Act 2010**
- If you have been shortlisted for interview, you will be informed by email. Regrettably, we are normally unable to acknowledge unsuccessful applicants.
- We reserve the right to close a recruitment campaign earlier than the advertised closing date if a high volume of responses are received.
- All posts, including remote posts, must be based in the UK.
- **Women's Aid is committed to quality, equality, and valuing diversity.** Applications are particularly welcome from Black and minoritised women.
- **We are a Disability Confident employer.** We guarantee to interview all disabled applicants who meet the minimum criteria for vacancies. For an informal chat about your needs or to receive the application pack in another format, please email recruitment@womensaid.org.uk.
- **Please read our Single Sex Statement here: [Women's Aid: Single sex services statement - Women's Aid \(womensaid.org.uk\)](#)**