



Campaigns & Media Manager

Job Description and Person Specification

Job Title:	Campaigns & Media Manager
Location:	Home-based; open to office-based, home-based or hybrid working arrangements from anywhere in the UK
Hours:	Full Time (35 hrs per week)
Salary:	£37,689 PA
Leave:	28 days pro-rata per annum
Reporting to:	Director
Closing date:	24 th July 2024
Interview date:	Week commencing 29 th July via Zoom

[Asylum Matters](#) is looking for a Campaigns & Media Manager committed to fighting for the rights of people seeking asylum. Our team of eight staff is geographically dispersed across the UK. We are a charity that campaigns locally and nationally, in close collaboration with an extensive network of partner organisations, to advocate for progressive change on a range of issues that affect people in the asylum system in the UK.

These include;

- Our [Fight The Anti Refugee Laws](#) campaign
- [Communities Not Camps](#), a campaign against mass containment sites
- Our campaign against [Asylum poverty](#)
- And the [Lift the Ban](#) campaign which we co-lead, and award winning campaign bringing together over 300 organisations calling for the right to work for people seeking asylum

Asylum Matters was established in 2016 and became an independent charity in 2021, and plays a significant role in efforts to defend the right to seek asylum in the UK and to bring about positive change for refugees and people seeking safety here. We are a convenor and facilitator of collaboration and joint action. Our work connects the local with the national, helps strengthen collective advocacy on asylum reform and ensures it is informed by the reality on the ground.

We are looking for an experienced media manager to support our work in campaigning for the rights of people seeking asylum. You will be an experienced & natural collaborator with a passion for charities

and community based organisations, working with them to support improved communications and media work around the Lived Impact of anti Refugee policies. The post will work directly with a range of front line charities and groups to develop capacity for people with Lived Experience to tell their story.

You will have established relationships with a range of media outlets, including those focussing on asylum & migration, but also more broadly those covering poverty, racial justice and homelessness. You will be a skilful communicator and ideally have experience of a range of digital media work in addition to traditional media outlets.

We are particularly keen to hear from people with lived experience of the UK asylum system and anyone with lived experience who meets the essential criteria will be guaranteed an interview. The successful candidate must have the right to work in the UK.

Job Description

- Lead the planning, delivery, monitoring and evaluation of our media work within our agreed national campaigns, proactively identify influencing opportunities and mobilising support around them in order to bring about policy and/or practice change;
- Work Directly with the campaigns managers, our partners and people with Lived Experience to develop content for media in support of our campaigns;
- Cultivate relationships with media to support our campaigns work;
- Support the Campaigns team and people with Lived experience to engage in media work safely;
- Work collaboratively across the sector to develop shared media campaigns and advocacy;
- Draft engaging content and copy for Asylum Matters' website, social media and other channels;
- Draft engaging and compelling copy for Asylum Matters' campaigning materials e.g. letters to MPs, campaign resource packs and other materials;
- Provide additional support and capacity to the Asylum Matters team across our campaigns and advocacy priorities as needed;
- Produce digital campaign content such as social media graphics and videos, commissioning and working with external agencies as needed;
- Engage with national, regional and local partner organisations, within and outside of the; migration sector, to ensure good coordination, strong collaboration and maximise the impact of joint actions in media;
- Actively support and enable the participation, contribution and leadership of people with lived experience of seeking asylum in Asylum Matters' campaigns;
- Support Asylum Matters' communications, including web and email content, local and national media, social media, reports and briefings, and the design and production of resources;
- Undertake any other relevant duties, in line with the responsibilities of the post;

Person Specification

Essential

1. Significant experience of media management & engagement
2. Knowledge and understanding of how to influence local and national decision-makers, councils, parliamentarians and other campaign targets
3. Extensive experience of collaboration and a passion for working in partnership
4. Experience of working directly with people with lived experience
5. Experience of using the main social media channels and the latest trends in social media
6. Excellent written communication skills, with the ability to write for a range of different audiences
7. Experience of writing supporter communications
8. Knowledge of how the asylum system impacts people seeking asylum
9. Experience of providing a platform for those directly affected by injustice
10. Ability to be proactive and flexible and to work independently
11. Understanding of and commitment to the values and aims of the charity

Desirable

12. Experience with creating and using digital campaign tools, with an understanding of the latest best practice and techniques
13. Ability to use basic digital design and media tools e.g. Canva, Photoshop and video editing software
14. Direct experience of the asylum process or of working with people seeking asylum

The role will require some travel throughout the UK

Application process

Please email a CV and a supporting statement (no more than three pages) clearly outlining how you meet each of the above person specification criteria to info@asylummatters.org. If you do not demonstrate how you meet each point in the essential person specification the panel will be unable to shortlist you.

The closing date for applications is 24th July 2024

Interviews will be held via Zoom on Week Commencing 29th July

Shortlisted candidates will be given interview questions and tasks in advance to ensure a fair and open recruitment process.

The successful candidate must have the right to work in the UK.

People with lived experience as a refugee and/or of the asylum system who meet the essential criteria for the role will be guaranteed an interview.

We are sorry that we are unable to provide feedback to candidates who are not shortlisted for interview.