

MEDIA, COMMUNICATIONS AND CAMPAIGNS LEAD

Job Description

RESPONSIBLE TO: Executive Director

MAIN PURPOSE OF POSITION:

This role will lead UNJUST's media, internal and external communications and campaigns activity, shape public narratives and amplify the voices and expertise of impacted communities. You will be responsible for developing and delivering strategic communications that support organisational goals, increase visibility, and strengthen our advocacy and campaign efforts. Collaborating with UNJUST's research and policy lead, you'll frame robust policy positions, build relationships with elected officials and policymakers, and ensure UNJUST's influencing work drives systemic change in the criminal legal system.

You will manage day-to-day media enquiries, content creation, and digital communications, while also leading on the delivery of high-impact campaigns that challenge systemic injustice. This is a dynamic and varied role for someone who is proactive and passionate about racial equity, creative storytelling, and movement building.

SALARY: £30,000 - £35,000

CONTRACT TYPE: Full-time, Fixed Term for 24 months

HOURS: 35 hours per week, flexible working offered.

BASED: Brixton, London; Hybrid role,

ANNUAL LEAVE: Annual leave is 30 days, including public holidays, office closure in December, a Wellbeing Day and a day for your Birthday.

DUTIES & RESPONSIBILITIES:

- Develop and implement a strategic media and communications plan aligned with UNJUST's mission and campaigns.
- Strategically and proactively manage UNJUST's media relations, including handling press enquiries, drafting media materials, developing opportunities, building and strengthening relationships with journalists across all media (national, trade and digital).

- Lead the creation of content across digital platforms (social media, newsletters, website) ensuring brand consistency and impact.
- Support the planning and delivery of public campaigns in collaboration with colleagues and community partners.
- Amplify the voices of lived experience and community expertise through ethical, accessible storytelling.
- Prepare spokespeople and create key messaging documents and briefing notes for public and political media engagement.
- Support fundraising and advocacy communications, including writing compelling documents for donors, supporters and stakeholders.
- Monitor media coverage and online performance to inform ongoing strategy.
- Collaborate with the wider team to ensure research, engagement and policy work is communicated effectively.
- Undertake administrative duties as relevant to the role
- Uphold UNJUST's brand and tone of voice, ensuring all external comms reflect our values and principles.

GENERAL RESPONSIBILITIES:

- Uphold UNJUST's mission and values in all aspects of your work.
- Act in accordance with safeguarding, data protection and equality principles.
- Contribute to a positive and inclusive working environment.
- Carry out any other reasonable duties as required.

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Person Specification

Essential Criteria

- Experience in managing media and communications, including media enquiries and digital content creation.
- Excellent written and verbal communication skills, with a strong ability to tailor messages for different audiences.
- Confidence working with journalists, pitching stories and developing relationships with the media.
- Understanding of the media landscape in the UK, across national, local and industry trade media.
- Proven ability to develop creative, high-impact communications that achieve cut through.
- Experience of handling sensitive issues and delivering effective communications under pressure.
- Strong stakeholder management skills, with the ability to align messaging, manage expectations and build trust across internal and external audiences.
- Understanding of racial justice, social movements and the role of strategic communications in advocacy.
- Ability to create clear, engaging and ethical content that amplifies lived experience.
- Experience using digital platforms (e.g. social media, newsletters, website CMS) for campaigns and communications.
- Excellent organisational skills and ability to manage competing priorities in a fast-paced environment.
- Comfortable working both independently and collaboratively within a small team.
- Commitment to UNJUST's values, anti-racism and ethical storytelling.

Desirable Criteria

- Lived experience of the criminal justice system or close connection to impacted communities
- Experience of campaign planning and delivery, especially within grassroots or movement-based spaces.
- Understanding of safeguarding and consent in communications work.
- Ability to produce communications materials for fundraising or supporter engagement.
- Design, video editing or photography skills for digital content creation.



UNJUST is committed to tackling systemic racism and discriminatory processes, policy and practices within the UK's criminal legal system. We work at the intersection of lived experience, research, law, advocacy and community power to expose the root causes of injustice, reimagine equitable systems and bring about transformative outcomes.

Our work challenges the over-policing, criminalisation and harm disproportionately experienced by Black and racialised communities – and centres the voices of those most impacted as the drivers of change.

Founded on principles of realism, empathy and collective action, we believe in creating space for truth-telling, accountability and radical hope. Through community-based programmes, participatory research, creative storytelling and strategic campaigning, we aim to shift power, policy and perception. We are proud to be a bold, visionary and values-led organisation working to build a future where justice is truly just.

Organisational Values

- Realism – grounded in the lived realities of those impacted by systemic injustice.
- Empathy – listening to and honouring the voices of others.
- Visionary – daring to imagine and pursue a radically more just future.
- Activism – inspiring action that leads to change.
- Collaboration – building together, not in isolation.
- Trust – showing up with integrity, accountability and respect.