

Refuge



**For women and children.
Against domestic violence.**



**Media and PR Officer
Applicant Information Pack**

Introduction from the CEO

Thank you for your interest in working for Refuge.

We have a diverse team of incredible people who work together to provide an inclusive approach to ensure that every woman who needs support when facing domestic abuse, receives it.

We do this through a combination of frontline services offering immediate safety and support to women and their children. We also lead vital work to influence and change policies and practices that impact women and girls and use public engagement and campaigning to help change societal attitudes and norms.

We know that domestic abuse will never end until it is recognised by society as the crime that it is, and there is an understanding that it is underpinned by misogyny. We will not stop until we are able to challenge and shift harmful societal attitudes as well as drive policy and practice change that is needed to end Violence Against Women and Girls (VAWG). It is only then that women and children will be free to live their lives in safety, with control over their choices and without fear.

Whatever your role at Refuge, you will have the opportunity to grow and develop as part of an amazing diverse and inclusive team of inspirational and talented people who provide vital and specialist services to women and children when their lives are in crisis. This is not always easy work, but it is essential, it is lifesaving, and it is life changing. So, whether you work directly with clients, behind the scenes, or represent Refuge to the outside world, you will be an integral part of what we do.

We look forward to receiving your application.

Abigail Ampofo
Interim CEO





We want kind and empathic people to work at Refuge, who believe in equality, diversity, and inclusion, are experts in their area of knowledge, want to make a positive difference and improve the lives of the women and children we support.

Refuge is looking for an exceptional Media & PR officer. This is an exciting opportunity for an experienced PR to join a small, high achieving team at one of the UK's leading charities at a time when domestic abuse and gender-based violence is high on the social and political agenda.

In this varied and fast-paced role, you will be responsible for developing relationships with key media outlets, in order to raise awareness of domestic abuse and drive social change. Never before has domestic abuse been so well profiled and recognised – and we need to harness this public and political awareness to drive real change for women and their children.

This post is restricted to women due to the nature of the role. The Occupational Requirement under Schedule 9 (part 1) of the Equality Act 2010 applies.

Salary

£29,919 per annum.

(Inclusive of London Weighting, which may not be applicable depending on your home location and any agreed permanent homeworking arrangement)

Employment term:

This post is Permanent, Full Time 37.5 hours per week

Location:

Tower Hill, London with Hybrid flexible working.

Closing Date

09.00 am on 8th July 2024

Interview Date

11th July 2024

Employment Terms

Salary

The annual full-time salary for this role is ££29,919 per annum. Please note that this includes a London Weighting allowance of £3,000 (pro rata for part-time employees), which may not be applicable depending on your location and homeworking arrangements.

Refuge is an accredited Living Wage Employer. This means that every member of staff working here will earn a real Living Wage. The real Living Wage is higher than the government's minimum, or National Living Wage, and is an independently calculated hourly rate of pay that is based on the actual cost of living. We voluntarily choose to pay the real Living Wage because we believe that a hard day's work deserves a fair day's pay.

Days and hours of work

The contracted hours of work are 37.5 hours per week, from Monday to Friday. This is exclusive of an unpaid lunch for every full day worked.

Probation

All appointments are subject to satisfactory pre-employment checks, further details will be provided when an offer of employment is made. The probation period for this post is 6 months.

Annual Leave

Annual leave allowance is 28 days per annum plus public holidays, rising to 30 days following completion of five years' service at the start of the annual leave year. Annual leave for part-time roles is pro rata.

Pension

Refuge operates a qualifying salary sacrifice pension scheme with Aegon.

Employee Benefits

Refuge offers a variety of exciting opportunities to learn, develop and grow in your career. We recognise the value everyone brings to the organisation in achieving our aims, and we are dedicated to developing and rewarding our staff.

We offer all our employees a competitive benefits package including:

- Competitive salary
- Clinical supervision for all staff
- Confidential support and advice service via an employee assistance programme available 24 hours a day which provides support on a range of work and personal issues
- Enhanced sick pay leave which increases with length of service
- Excellent sector leading maternity, adoption, parental and paternity pay and leave
- Generous life cover scheme valued at four times individuals' salary and covers death in service subject to insurers approval
- Eye care e-Voucher scheme
- Cycle to Work scheme
- Discounted membership with PureGym
- Access to Perkbox providing discounts to employees on a wide range of activities and online purchases
- Opportunity to join our wide range of Equality Network Groups
- Access to free Will writing service

- The ability to apply for flexible working from day one. There will be space to discuss flexible working at interview
- Interest free loans to purchase season tickets for travel to work and/or to pay deposits to secure rented accommodation, and for professional qualifications

Training and Learning

We are committed to supporting a culture that enables all staff to achieve their full potential by providing a range of professional and personal development opportunities including access to a wide range of e-learning resources.

JOB DESCRIPTION

Job Title	Media & PR Officer
Directorate	Fundraising, Communications and Policy
Reports to	Media & PR Manager
Location	Tower Hill, London. Hybrid working possible
Responsible for	N/A
Working hours	37.5 hours per week
Working pattern	9.00am – 5.30pm, Monday – Friday

Role Outline

The successful candidate will be highly motivated and have demonstrable experience of working with a range of media outlets - including print, broadcast and online - ensuring our coverage speaks to all of our key audiences.

Domestic abuse affects all women, irrespective of race, background, age, religion – and we want our communications to reach every woman who needs us.

As well as the ability to respond in a timely manner to reactive press requests, you will also have a fantastic nose for a story and be able to turn complex issues into compelling stories to pitch to journalists and producers. Through delivering high quality media coverage, this role helps to build understanding, awareness and support for our vision of a world where domestic abuse is no longer tolerated.

Key Accountabilities

- Acting as a point of contact in our busy press office, working with the wider team to deliver compelling content to a range of media publications.
- Working with the media team to help shape and deliver our media strategy at both a national and local level.
- Building and developing relationships with a range of journalists across print and broadcast media.
- Take responsibility for developing and activating media plans and strategies that build awareness, reach and action in support of organisational objectives.
- Responding to media requests; research and compile media lists; liaise with journalists to build media opportunities, help produce briefings for staff, and arrange / attend interviews with spokespeople and survivors; overseeing and managing read backs.
- Working with the Survivor Engagement Department, to identify potential survivors who would like to talk to media and match survivors to appropriate media opportunities and campaigns.
- Managing the essential systems needed in a busy press office, including contributing to daily emails, evaluations and reporting, as well as developing planning tools.
- Adhering to Refuge's communications procedures.
- Be part of the out-of-hours on call rota for media calls.

Managing health, safety, and security

- To promote and ensure safe working for self and others by strict adherence to Refuge Security procedures and Health and safety policy.
- To ensure that security of sensitive information is maintained and complies with the requirements of the Data Protection Act 2018.

Managing self

- To promote and support equality and empowerment within all areas of work.
- To represent and be an ambassador for Refuge, working in partnership internally and externally with other agencies to ensure an effective coordinated community response to survivors of sexual violence and their children.
- To develop and maintain positive, collaborative working relationships with all Refuge staff both locally and across the wider organisation, being committed as part of the team to providing a high level of support to survivors.
- To actively participate in Refuge's performance management processes including regular supervisions and development. (Please note this will involve travel to London)

General responsibilities

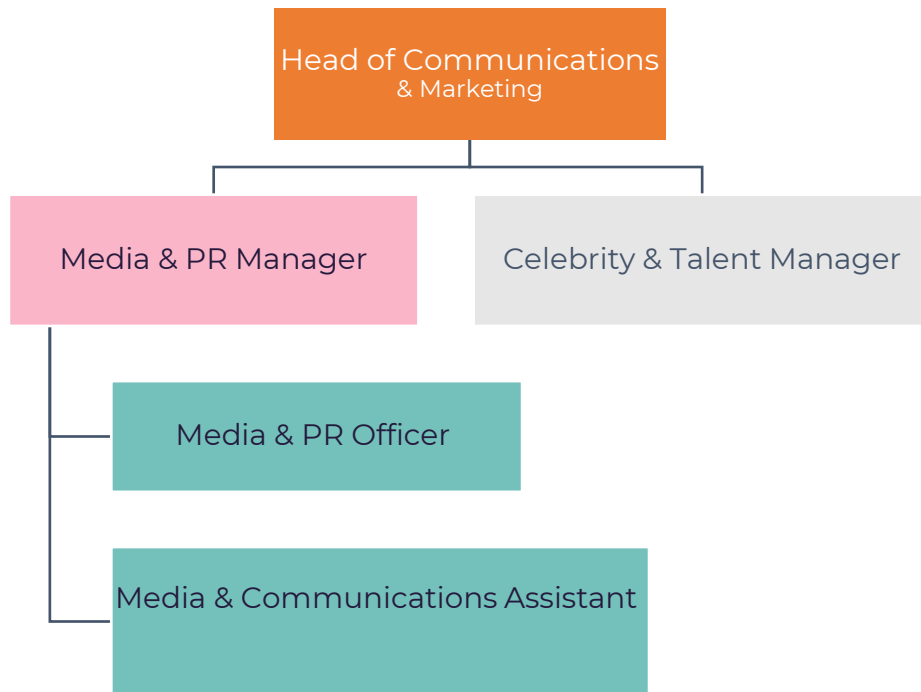
- Demonstrating an understanding of and commitment to equality, diversity, and inclusion in all aspects of the role.
- Promoting and ensuring the safety and wellbeing of self and others in line with our Safeguarding Adult and Children Policies, Health & Safety Policy, together with any other requirements aimed at keeping people safe from harm in their interaction with Refuge.
- Ensuring that the confidentiality and security of information is maintained in accordance with our Confidentiality, Data Protection, IT and Security policies.
- Promoting sustainable working practices and reducing the environmental impact of Refuge's work.
- Adhere to Refuge's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development. • This list is not exhaustive, there may be other duties necessary to undertake the role.

We are committed to safeguarding therefore we expect all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks (DBS) in accordance with the DBS Code of Practice for all roles. We undertake an enhanced DBS check for our roles working directly with survivors.

It is essential to the development of Refuge's service delivery that the post holder can respond flexibly to changes in the requirements of this post. This job description is therefore a guide and not an exhaustive list of all responsibilities the post holder may have over time.

This post is restricted to women due to the nature of the role. The Occupational Requirement under Schedule 9 (part 1) of the Equality Act 2010 applies.

Team Structure Chart



Who Are We Looking For?

For us it is important that you are passionate, committed and care about the work Refuge undertakes. Not all roles require previous experience in the Violence Against Women and Girls (VAWG) sector. You may be able to bring relevant experience from another industry or transferable skills from a different type of role or volunteering/community experience.

For us, a role description is a useful guide. But please don't discount yourself if you feel you don't meet all the criteria and believe you have the potential. Above all we value individuals who are committed to working hard but looking after yourself, flourish in an inclusive environment and want to make a positive difference to the communities we support.



Person Specification

Experience and Knowledge & Qualifications

- Good standard of general education
- Experience of working with the media/ in a press office environment either in-house or at an agency.
- Experience drafting press releases, op-eds, quotes, and key messages
- Confident briefing senior staff members for interviews
- Excellent writing skills with experience of adapting content for a wide range of audiences and purposes. Able to translate complex information into plain English.
- Strong understanding of communications and national/local/online media channels.
- Strong interpersonal and oral skills with an ability to communicate sensitively and diplomatically with a wide range of individuals including women who have experienced domestic abuse, the media, and the public.
- Strong organisational skills – including the ability to work on own initiative in a structured way, to prioritise a wide range of activities and use available resources to ensure tasks are completed to deadlines.
- Evidence of the ability to build effective relationships, both internally and externally, showing sensitivity for others' viewpoints and valuing diversity.

Skills

- Agile, creative, and can-do approach.
- Excellent communications skills – written, verbal, presentational and influencing.
- Evidence of the ability to work as a contributing member of a small team, supporting other work areas as needed, and adapting to changing priorities.
- Proven ability to think strategically, understanding the bigger picture, turning vision into action.
- Practical and hands on.
- Ability to be flexible, take initiative, respond positively to change, and work effectively under pressure and deal with conflicting priorities and deadlines.
- Attention to details in research, planning and delivery.
- Ability to be an enthusiastic and effective ambassador for women and children experiencing domestic abuse and broader violence against women and girls' issues.
- IT literate and experience of working with media databases and media monitoring services

Personal Qualities

- Passionate about Refuge's core purpose and issues pertaining to violence against women and girls.
- Willing and able to work outside of normal hours to cover role activities as necessary.
- An interest in and commitment to the long-term success and development of Refuge.
- Acts as a role model for the organisation with integrity and a demonstrable commitment to upholding professional standards.
- Demonstrates passion and approaches all work in an enthusiastic way.
- A commitment to follow the policies, procedures and philosophical principles of Refuge and be committed to empowerment, support and equality which underpin all of the work undertaken by Refuge.

An Inclusive Workplace for All

- Our vision is to have a workforce that is reflective of the communities we serve; therefore, we actively encourage and welcome applications from candidates of diverse cultures, perspectives and lived experiences.
- We are committed to challenging the inequalities of society and will continue to learn and grow as an organization to ensure that we provide an inclusive and welcoming environment for all.
- We understand that people have personal lives, and these can sometimes impact on their time and availability. We will be as flexible as we possibly can be in terms of supporting staff to balance their work and their personal lives. If you need flexibility within your working hours, working pattern or location then do let us know and if the role and team can support that request, we will do what we can to support you.
- We are proud to have been awarded Disability Confident Employer. Refuge is aware that individuals with disabilities, or long-term health conditions or are D/deaf or neurodivergent are underrepresented in the sector. Refuge is committed to doing what we can to support our employees.
- We committed to paying a competitive salary for the sector because we want to help break the poverty cycle and reduce social economic barriers to those working within the sector. This is reflected in our commitment to the Show the Salary pledge and #Nongraduateswelcome and being an Accredited Living Wage employer.
- We understand that individuals who are Black, Asian and ethnically diverse are often underrepresented within the sector therefore we have signed up to the VAWG Anti-Racism charter, we have an EDI Steering Group and equality, diversity and inclusion training.
- We have created a [Respect Charter](#) to complement our values to support our EEDI journey in creating an inclusive and respectful environment both within Refuge and beyond.
- Furthermore, we have seven Employee Network Groups providing a safe space for staff to share their lived experiences and to challenge us as an organization to do better.

These groups are:

- Mental Health and Wellbeing
- LGBTQI+ Shine
- Anti-Racism
- Allies
- Families
- Women's
- Disability and Neurodiversity Matters

How To Apply

Key Information and Deadlines

To apply please access our online application form via our website:

<https://refugecareers.ciphr-irecruit.com/Applicants/vacancy>

Applications must be completed and submitted by 09.00am on 8th July 2024

- If you have any questions or want to discuss the post before applying, please contact us via email to recruitment@refuge.org.uk
- You can also find out more information about Refuge at www.refuge.org.uk

Interviews will take place via video conference on 11th July 2024.

Completing your application form

What matters most to us when recruiting new members to join the Refuge team, is the inclusive attitude and relevant experience you will bring to the organisation and the role, and how you will support our values of: *A FEMINIST FORCE FOR GOOD, NEVER SHY AWAY, BUILD IT TOGETHER, SHOW WE CARE, LEARN EVERY DAY*. The full values can be downloaded from our [website](#)

Please note that we do not accept CVs for this job vacancy and all applications must be submitted via our online application form. The application process will require you to complete various sections of the application form. It is important that you complete all sections. Please do indicate N/A (not applicable) should some areas of the form not apply to you.

Your Supporting Statement section of the application form describing your skills and experience against the job description and person specification, will also be used to determine who to invite for an interview. Therefore, please do give clear examples of how your skills and experience are relevant to the job you are applying for, and how and where you have used them. Your Supporting Statement should not exceed a maximum of 800 words.

For example, this can be:

- Relevant experience from your present or previous jobs.
- Skills and experience gained from community or voluntary work, work experience, leisure interests and activities in the home.
- Education and the training you have received.

We would like to thank you in advance for expressing an interest in working for Refuge. We look forward to receiving your application.

Applications from Refuge Service Users and Survivors

Former Refuge service users and other survivors supporting Refuge in its external work including for fundraising, policy, media and press can apply for all externally advertised job vacancies.

Survivors that are currently using our services cannot apply for Refuge job vacancies. This restriction is for the survivor's safety and to ensure there is no conflict of interest.

A confirmation of a conditional job offer to a former service user will be subject to a risk assessment. Where significant risks to Refuge and other service users cannot be mitigated, we may not be able to make a conditional offer of employment. If successful in securing the role, their data on Impact will be protected.

Our commitment to inclusive recruitment

Our People and Culture team will remove your name, address and date of birth before forwarding your information for shortlisting. Your education is only considered if it is a requirement of the role.

We want Refuge to be an organisation that is reflective of the society we are based in, therefore, we are committed to growing our diverse workforce. The information you provide on the diversity monitoring form is confidential and helps the People and Culture team to understand where you would have seen the role and how we may need to do better in ensuring everyone who wants to work for Refuge is aware of the opportunities as they arise.

Other information

Safeguarding is vital to our work, and we strive to prevent harm and promote and protect the welfare and safety of all adults and children that come in contact with the organisation. We have a collective responsibility to take a do no harm approach by prioritising the safety and wellbeing of the women and children accessing our services, as well as ensuring a duty of care to our staff and volunteers.

As part of this responsibility, we undertake basic disclosure checks (DBS) for all roles in accordance with the Codes of Practice and in line with our Recruitment of Ex-Offender and Disclosure Barring Services Checks Policy, and for our roles working directly with survivors, at an enhanced level check. Applicants are encouraged to apply for job vacancies, having a spent or unspent conviction will not automatically exclude you from being offered the role. If you are successful in securing the role, we will hold an open and measured discussion about any convictions that might be relevant to the role. Our Recruitment of Ex-Offender and Disclosure Barring Services Checks Policy is available to applicants on request.

Data Protection Act

Refuge is committed to protecting your privacy. Information provided by you in your application form will be kept for the purposes of monitoring. It will be copied for use during the recruitment process. Once the recruitment process is completed, the data will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, relevant information will be taken from this form and used as part of your human resources record. All personal information that you supply to us as part of your application will be processed in accordance with prevailing UK Data Protection legislation.

By submitting your completed application form you are consenting to your personal data being used and held as described above.

Please ensure that the information you give to us is correct and that you let us know of any changes immediately.

