

Policy, Campaigns and Communications Lead

Job title	Policy, Campaigns and Communications Lead
Employment status	Permanent, subject to a six-month probationary period
Working hours	37.5 hours per week (full-time)
Salary	£35,000–£38,000 per annum, depending on experience
Location	Hybrid working, with regular travel to our Oxfordshire office and London expected
Reports to	Chief Executive Officer

About the role

Are you passionate about children's rights and using policy, campaigning and communications to bring about meaningful change? Children Heard and Seen is seeking a Policy, Campaigns and Communications Lead to strengthen our national voice, influence policy and legislation, and raise awareness of the experiences of children affected by parental imprisonment.

Working closely with our CEO and wider team, you will lead the charity's policy, campaigning and communications work, helping to ensure that children with a parent in prison are recognised, their voices are heard and their needs are reflected in national policy and practice.

This is a varied role combining strategic thinking with hands-on delivery. You will have the opportunity to shape our policy positions, develop national campaigns, build relationships with decisionmakers and lead communications that challenge stigma, influence public understanding and drive change.

What you can expect from us

- A welcoming, supportive and dedicated team committed to improving the lives of children affected by parental imprisonment.
- The opportunity to play a key role in shaping the charity's national policy, campaigning and communications work.
- Regular one-to-one support and supervision from an experienced leadership team.
- Opportunities to work alongside colleagues with specialist knowledge of parental imprisonment, safeguarding and children's rights.
- A comprehensive induction to the charity, our services and our approach.

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- Opportunities for professional development, training and learning.
- Flexible hybrid working arrangements, with opportunities for collaboration at our Oxfordshire base and through national events.
- The opportunity to work directly with policymakers, parliamentarians, partner organisations and the media to influence meaningful change.
- A collaborative environment where the experiences and voices of children and families are central to everything we do.

Main purpose of the role

- Lead the development and delivery of Children Heard and Seen's policy, campaigns and communications work, ensuring alignment with the charity's strategic objectives.
- Strengthen the charity's national profile and influence, raising awareness of the experiences and needs of children affected by parental imprisonment.
- Develop and implement strategies that influence policy, legislation and professional practice, advocating for greater recognition, protection and support for children with a parent in prison.
- Plan and deliver impactful campaigns that challenge stigma, engage supporters and encourage meaningful change.
- Lead the charity's external communications, ensuring consistent, engaging and accessible messaging across digital platforms, media and public engagement activities.
- Ensure the voices and experiences of children and young people inform and shape the charity's policy positions, campaigns and communications.

Role Description-Key Responsibilities

Policy and Influencing

- Lead the charity's policy work, monitoring and analysing relevant developments in children's rights, criminal justice, safeguarding and family support.
- Develop evidence-informed policy positions, briefings, consultation responses and recommendations to influence national policy and legislation.
- Identify opportunities to influence government policy and professional practice, advocating for improved recognition and support for children affected by parental imprisonment.
- Build and maintain relationships with MPs, parliamentarians, government departments, policymakers and other key stakeholders.
- Work closely with the CEO to identify policy priorities and opportunities for parliamentary engagement and legislative change.
- Represent Children Heard and Seen at relevant policy meetings, consultations, conferences and national forums.

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Campaigns and Public Engagement

- Develop, coordinate and deliver national campaigns that raise awareness, challenge stigma and influence policy and practice.
- Lead the planning and promotion of Children with a Parent in Prison Day, increasing its national reach, engagement and impact.
- Develop campaign strategies, key messages, petitions, resources and materials that encourage public and political engagement.
- Identify opportunities to collaborate with charities, professional bodies, researchers and other organisations to strengthen collective influence.
- Engage supporters, professionals and members of the public in campaigns and awareness-raising activities.
- Ensure campaigns are informed by evidence, frontline experience and the voices of children and young people.

Communications and Media

- Lead the charity's communications work, developing and delivering a coordinated communications strategy that supports its wider objectives.
- Manage the charity's social media platforms, including planning, creating, scheduling and publishing engaging content.
- Maintain and update the charity's website, ensuring information is accurate, accessible and regularly refreshed.
- Develop and produce communications materials, including newsletters, press releases, articles, digital content, campaign resources and impact stories.
- Build and maintain relationships with journalists, broadcasters and media organisations, identifying opportunities for national and regional coverage.
- Coordinate media enquiries and support the CEO and wider team with interviews, public speaking and media engagement.
- Ensure consistent branding, messaging and tone across all communications, reflecting the charity's values and approach.
- Work collaboratively with colleagues to identify stories, achievements and evidence of impact that can be shared appropriately.
- Support fundraising communications, campaigns and events to increase awareness and engagement with the charity.
- Monitor and evaluate communications performance, using insights to improve reach, engagement and effectiveness.

Collaboration and Organisational Development

- Work closely with the CEO and wider team to ensure policy, campaigns and communications are aligned with the charity's strategic priorities.
- Draw upon the experiences of children and families, frontline practice and organisational evidence to inform influencing and communications activity.

- Ensure the meaningful and appropriate involvement of children and young people, with safeguarding and ethical storytelling central to all activities.
- Develop annual work plans, establish measurable objectives and report regularly on progress and impact.
- Contribute to organisational planning, partnership development and other activities that support the charity's growth and national influence.
- Undertake other reasonable duties consistent with the responsibilities of the role.

Person Specification-Essential Criteria

Applicants must be able to demonstrate how they meet the essential criteria through their application and previous professional experience.

Experience and Knowledge

- Substantial professional experience in policy, public affairs, campaigning or communications, preferably within the charity, voluntary or public sector.
- Demonstrable experience of developing and delivering successful campaigns, policy initiatives or communications strategies, with evidence of measurable outcomes.
- Experience of influencing policy, engaging with decision-makers or contributing to public affairs and advocacy activity.
- Proven experience of managing organisational communications, including social media, website content, media relations and the development of engaging communications materials.
- Experience of developing relationships with external stakeholders, including policymakers, partner organisations, journalists or other influential audiences.
- A strong understanding of the UK political landscape, parliamentary processes and opportunities to influence policy and legislation.
- Experience of researching, analysing and communicating complex information to a range of audiences.
- Knowledge and understanding of children's rights, safeguarding, social justice or issues affecting vulnerable children and families.
- Experience of working independently, managing competing priorities and delivering projects from planning through to implementation and evaluation.

Skills and Abilities

- Excellent written communication skills, with proven experience of producing high-quality reports, briefings, campaign materials, press releases and digital content.
- Strong verbal communication, interpersonal and influencing skills, with the confidence to engage effectively with senior stakeholders and external partners.

- Ability to develop compelling campaigns and communications that raise awareness, influence opinion and encourage action.
- Strong research and analytical skills, including the ability to interpret policy developments and identify opportunities for influencing change.
- Excellent organisational and project management skills, with the ability to manage multiple workstreams and meet deadlines.
- Strong digital communications skills, including experience of content management systems, social media platforms and digital design tools.
- Ability to think strategically while taking responsibility for the practical delivery of day-to-day activities.
- Ability to monitor, evaluate and report on the effectiveness of policy, campaigns and communications work.

Values and Approach

- A demonstrable commitment to children's rights, equality, inclusion and social justice.
- An understanding of the importance of safeguarding, confidentiality and ethical communications when working with children and families.
- A commitment to ensuring the experiences and perspectives of children and young people inform policy, campaigns and communications.
- A proactive, creative and solutions-focused approach, with the ability to work effectively within a small charity.

Desirable Criteria

- Previous experience working within a children's charity, criminal justice organisation or related sector.
- Knowledge of parental imprisonment and its impact on children, young people and families.
- Experience of parliamentary engagement, including working with MPs, peers, parliamentary groups or government departments.
- Experience of developing consultation responses, policy submissions or legislative campaigns.
- Established relationships with journalists, policymakers or organisations working in children's rights or criminal justice.
- Experience of securing national or regional media coverage.
- Experience of involving children and young people with lived experience in campaigning, policy development or public engagement.
- Experience of coordinating national awareness campaigns, events or public engagement initiatives.

Other Requirements

- A strong commitment to equality, diversity, inclusion and children's rights.
- The legal right to work in the UK.
- Willingness and ability to travel regularly to our Oxfordshire office, London and other locations as required.
- Flexibility to attend occasional evening or weekend events, meetings and campaign activities, with time off in lieu in accordance with organisational policy.
- Commitment to working in accordance with Children Heard and Seen's policies and procedures, including safeguarding, confidentiality, data protection and health and safety.
- Willingness to undertake appropriate pre-employment and safer recruitment checks, including a Disclosure and Barring Service check where the role is eligible.

How to Apply

To apply for the position of Policy, Campaigns and Communications Lead, please submit your CV and a supporting statement demonstrating how your professional experience meets the essential criteria outlined in the person specification.

Your supporting statement should address the following questions:

1. **Relevant Experience:** Describe your professional experience in policy, campaigning and communications, explaining how this equips you to lead all three areas at Children Heard and Seen. *(Maximum 500 words)*
2. **Demonstrating Impact:** Provide an example of a policy initiative, campaign or communications project you have personally led or played a significant role in delivering. Explain your responsibilities, the approach you took and the outcomes achieved. *(Maximum 400 words)*
3. **Motivation:** Explain why you are interested in joining Children Heard and Seen and how your experience could contribute to improving recognition and support for children affected by parental imprisonment. *(Maximum 300 words)*

Children Heard and Seen is committed to equality, diversity and inclusion. We welcome applications from suitably qualified candidates from all backgrounds.

We are committed to safeguarding and promoting the welfare of children and young people, and our recruitment process reflects this commitment.

Applicants who require reasonable adjustments during the recruitment process are encouraged to contact us.