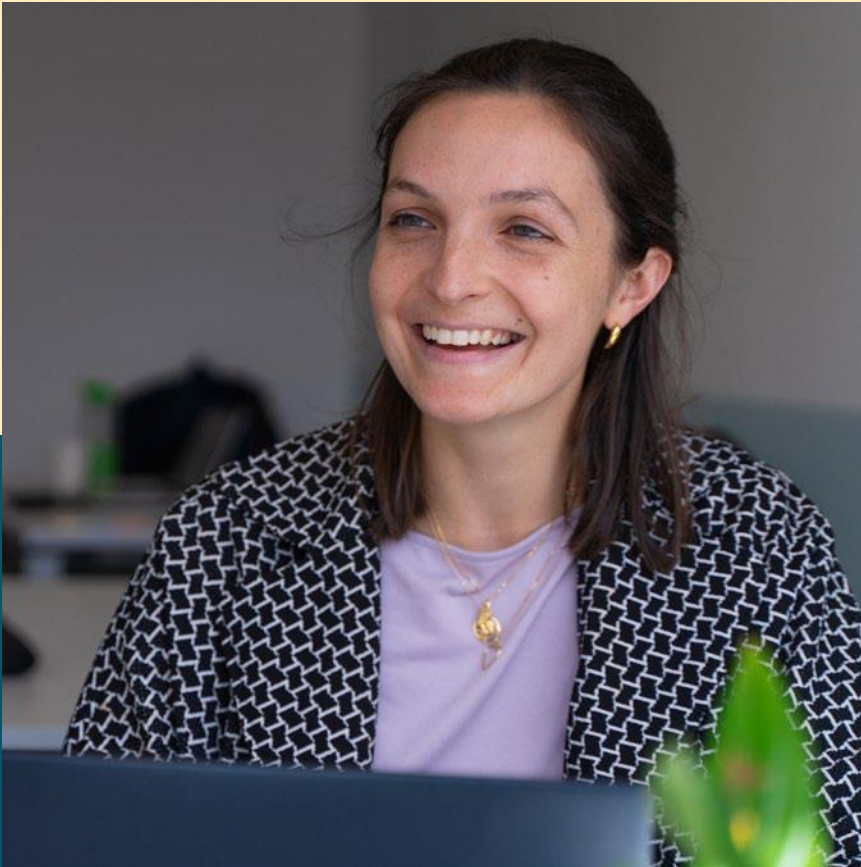


# Breaking Barriers

Meaningful employment  
for refugees



**Senior Communications Manager**  
London, Manchester or Birmingham



# Welcome from our CEO



Ciara Devlin  
CEO

Thank you for considering Breaking Barriers! We are a fast-paced, innovative charity with a mission to welcome refugees into meaningful employment with one-to-one advice, guidance, education and training. Refugees face substantial hardship fleeing war, violence and persecution. Once in the UK they then face many significant barriers to settling in and starting a new life. Employment is the single biggest factor in successful integration (according to the Oxford university Migration Observatory) but refugees are over 4 times more likely to be unemployed compared to the overall population. Yet there is little support available to help build new lives after refugee status is granted. That's wrong. And that's why Breaking Barriers was set up in 2015.

We know, though our work, how determined refugees and people from a refugee background are to being financially stable and finding purpose in their work. Since we launched the organisation we have reached almost 2000 people and of those, around half found meaningful employment, education or volunteering. We are a team of just around 60 staff and we have grown considerably over the past 2 years, having the opportunity to expand into new areas of the UK. We are also supported by several hundred volunteers.

Employment support is our specialism, and our tailored advice and guidance is provided in-house to our refugee clients by our dedicated and experienced Employment and Integration Advisers. We give a central role to businesses, and partner directly with over 40 companies across a variety of sectors, to together offer bespoke opportunities for refugees including skills workshops, paid work placements and permanent job opportunities. We also offer English and IT courses at a variety of levels, delivered by qualified and experienced volunteer teachers to support refugees who have barriers around language and digital ability.

Our delivery model is hybrid – with remote support complemented by in-person support for clients with lower digital abilities. We are an organisation that is laser focused on the service delivery of high quality employment and education support. We are data-driven and we use the data about our work to improve both our own and the wider sector practices.

Our clients are at the heart of our work and inform what we do through providing regular survey feedback, specific advisory input, and sharing their stories. We advocate for our clients by collaboratively working with Government departments to make the case for - as well as shape - integration funding for refugees. We've already had tremendous success with the key role we played in the development of the Refugee Transition Outcomes Fund which we have worked on in Manchester and Birmingham. Our work relies on the generous funding of our network of corporate partners, donors and supporters, and statutory grants. We also work closely with national and local partners to strengthen the sector and wider ecosystem. We know that there continues to be a large and dispersed refugee population with unmet needs and we are focused on bettering our services and growing across the UK.

At Breaking Barriers, we work collaboratively and openly to get things done. We have a flexible and welcoming environment where everyone is encouraged to take ownership, feedback and contribute. As a newly arrived CEO, I am passionate about ensuring Breaking Barriers has an inclusive culture, ensuring that individuals feel confident to bring their whole selves to work and that we celebrate the differences that make all our staff unique. I also believe that it is vital that we invest in and support our staff with lived experience so that they can flourish and progress within the organisation. We are looking for individuals who share our motivation, values and ambitions to grow our programmes so we can support more refugees. The right person will benefit from the chance to be part of a growing organisation and have the opportunity to innovate, pursue your passion and work as part of an incredibly talented team. I look forward to hopefully welcoming you to the team soon!

# About Breaking Barriers

## Our vision

We're Breaking Barriers so every refugee can access meaningful employment and build a new life.

## Our mission

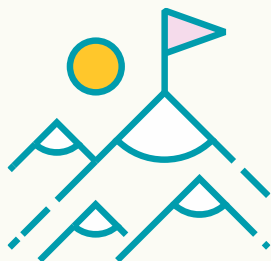
We welcome refugees into meaningful employment with advice, experience and education. We believe in the power of responsible business to change society for the better through our innovative partnerships.

## Our values

Our values underpin everything we do at Breaking Barriers; and our organisation strives to be:

### Mission-led

We put refugees first in everything we do. We listen and respond. We act with integrity. We're focussed on impact.



### Entrepreneurial

We believe in the entrepreneurial spirit of every individual to build a better life. We believe in the power of responsible businesses to achieve social change. We're brave and bold enough to give new things a go. We're driven by making a lasting impact.



### Welcoming

We welcome people of all backgrounds with an open mind. We will make everybody feel comfortable working with us every step of the way. We treat everybody fairly and are friendly. We champion diversity, equality and inclusion.



### Collaborative

We believe in the power of teamwork and partnerships. We work collaboratively with colleagues to find creative solutions for the greater good. We're proud to share our expertise and knowledge with partners to further our positive impact.



# Job Description

Job title: Senior Communications Manager

Manager: Head of Public Engagement

Line reports: Communications and Campaigns Officer

Location: Hybrid work with 40% from Breaking Barriers' offices in London, Manchester or Birmingham

Salary: £42,000-£45,500 (London) or £39,000-£42,000 (Manchester or Birmingham)

Hours: Full-time (37.5 hours), open to 4/5 days per week

Contract: Permanent

## Overall purpose

The Senior Communications Manager is responsible for developing, leading and implementing key aspects of our communications and engagement strategy. Your focus will be to maintain our high reputation and build engagement with key audiences – principally target public audiences, corporate partners, funders and supporters, volunteers, clients, and staff.

Bridging the gap between senior leadership and delivery, you will be a confident and strategic thinker, but remain excited by the challenge of getting stuck in. You will be comfortable supporting colleagues to deliver activity as well as working independently on your own projects. You will have the knowledge and experience to ensure that the right policies, frameworks and plans are in place for our small team to achieve ambitious plans.

The Senior Communications Manager is responsible for campaigns, PR, content and storytelling, brand and creative, and plays an integral role in internal communications. They also support other external engagement activities, such as digital marketing campaigns, corporate partner acquisition and retention, and public fundraising.

Strong copywriting is essential for this role. You will be able to write, edit, and tailor content for different audiences, and publish it across various channels, including the website, social media, emails, and marketing materials.

You will enjoy variety. Your day could involve operational planning, developing a new campaign, briefing freelancers and agencies, finding compelling stories, creating our Impact Report, speaking with journalists, working on internal communications, or drafting social media posts.

The successful candidate will have strong emotional intelligence, relationship building and negotiation skills. They will be collaborative and creative, drive projects forward, work effectively alongside the Senior Digital Marketing Manager, and bring people together across the organisation. They will provide supportive, effective management to the Communications and Campaigns Officer, and be an internal advocate for the impact our Communications and Engagement can have.

It is an exciting time to join our team. Breaking Barriers is an innovative organisation, so you will need to be comfortable with change and building new knowledge quickly. Although our work is fast paced, the Public Engagement Team prides ourselves on supporting each other, approaching problems with a good sense of humour, and being willing to experiment and learn.

## Key responsibilities

### Relationship management

- Line manage a Communications and Campaigns Officer, supporting them with their personal and professional development.
- Be an active member of the Joint Leadership Team (made up of the Senior Leadership Team, Heads and Senior Managers).
- Lead on relationships with freelancer and agencies.
- Occasionally oversee internship placements in our team.

### Owned channels and media

- Oversee key communications channels, including organic social media, and contribute to the management of our website and email marketing.
- Ensure the user journey is seamless across different channels.
- Develop integrated campaigns that further organisational goals.
- Collaborate with the Senior Digital Marketing Manager on a social media strategy to grow supporter reach and engagement.
- Work closely with the Senior Digital Marketing Manager and colleagues across the organisation to develop and maintain high quality website content.
- Work with the Senior Digital Marketing Manager to identify trends and opportunities to meet reach and engagement targets.

### Stories and stakeholder management

- Lead the management of stories that share the experiences of our refugee clients and others involved in Breaking Barriers' work.
- Curate and develop stories, images and film that are designed to engage and inspire key audiences.
- Act as a key relationship manager for clients and other contacts who are active storytellers, putting their consent, safety and wellbeing at the heart of all storytelling.

### Brand, copywriting and design

- Support the Director of Income and Engagement with the continual development and implementation of our brand.
- Act as our lead brand champion, to help ensure consistent branding and tone of voice is used across all channels.
- Lead on copywriting and production of design assets and key publications e.g. Annual Report and Impact Report.
- Maintain and manage a media library system for photography, film, and other brand assets.

### Internal Communications

- Lead delivery of Breaking Barriers' internal communications approach, working closely with the Director of People.
- Work directly with the CEO, Senior Leadership Team and other colleagues to create content and deliver key initiatives.

### PR and media

- Increase the organisation's profile through proactive and reactive media work.
- Write press releases, articles, and statements for online and print media.
- Develop relationships with target press organisations, journalists, and online influencers.
- Be responsible for the organisations' crisis communications strategy, working directly with the CEO and Director of Income and Engagement to develop responses on reputational issues or external crises.

## Other

- Ensuring the full compliance of communications activities with UK Data Protection legislation and regulations.
- Budget management for campaigns.
- Supporting the reconciliation of team management accounts.
- Undertake any other duties that may reasonably be required within the scope of this role.

## Person specification

Skill / experience	Essential	Desirable	Point of assessment		
			Statement of Interest	Interview	Interview task
<b>Technical</b>					
Demonstrable experience working in a communications or campaigning role, in the UK or abroad.	✓		✓	✓	
Leading or inputting into strategy development and operational planning.	✓		✓	✓	
Developing communications plans and integrated campaigns to achieve strategic objectives.	✓		✓	✓	✓
Managing owned and earned channels, including organic social media, website, and proactive and reactive media and PR work.	✓		✓	✓	
Overseeing and creating content at a fast pace to high standards (blogs, social media posts, website landing pages, marketing materials, newsletters, case studies etc).	✓		✓	✓	✓
Writing engaging copy for different audiences and objectives, such as fundraising campaigns, internal communications and corporate engagement.	✓		✓	✓	✓
Experience developing and/or overseeing a visual brand and tone of voice.	✓		✓	✓	
Experience delivering internal communications.	✓		✓	✓	
Ability to take the initiative and work independently.	✓		✓		
Ability to motivate and coach others.	✓		✓	✓	
Ability to build strong working relationships with, and influence, a variety of internal and external stakeholders at all levels.	✓		✓	✓	
Excellent verbal and written English. You will need fluent English for this role.	✓		✓	✓	✓
Creative thinker, able to devise campaigns for target audiences, often with minimal resources.	✓			✓	✓

Confident turning complex or corporate messaging into compelling content.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Project and time management skills, with an ability to keep multiple projects on track and on budget.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Basic graphic design and image/film editing skills.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Experience using CRM databases, website CMS and Microsoft Office 365 applications.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Demonstrable interest in, and commitment to, working with marginalised populations.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Lived Experience (we welcome applicants from a refugee background).		<input checked="" type="checkbox"/>			
Event management experience.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Email communications management.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Previous line management experience.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Experience leading complex, cross-organisational initiatives.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Experience using Salesforce CRM, Wordpress CMS, Canva, Google Analytics and social media scheduling software.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

## Considerations

- As part of our safeguarding commitment to our clients, we carry out pre-employment checks to ensure that successful applicants are suitable to work with adults at risk. These include basic DBS checks, obtaining references and verifying a candidate's identity and right to work in the UK.
- We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of age, disability, gender reassignment, sex, sexual orientation, marriage and civil partnership status, pregnancy and maternity status, race, religion or belief.

Breaking Barriers is committed to protecting an adult's right to live in safety, free from abuse and neglect and for their views, wishes and beliefs to be fully considered when deciding action.

# Your Application

## How to apply

If you are looking for a role where you can make a real difference, we want to hear from you. To apply, please submit a statement of interest (up to approximately 500 words/1 A4 page) outlining:

- Why you are interested in the role
- What skills you would bring to be successful in this role
- Any experience you would like to highlight
- Any reasonable adjustments you require for the interview process
- Disclosure of disabilities if you wish to do so (as a member of the Disability Confident Scheme, we guarantee an interview to all disabled applicants who meet the minimum criteria for the role)

Interviews will be held online on a rolling basis so please apply as soon as possible to avoid disappointment.

We are proud to be a member of the Experts by Experience Employment Network, which aims to increase representation of people with lived experience in the charitable sector. Please feel free to use information and resources found [here](#), which may help in preparing your job application.



# The Recruitment Process

If you are shortlisted for a role with Breaking Barriers (BB), you will be invited to interview via email. In your invite, the Hiring Manager will ask if you require any adjustments for the interview process. Please feel free to inform them how we can make the process accessible for you.

The recruitment process usually involves two rounds of interviews. The initial round is usually between 5 and 10 applicants, with the second round narrowed down to the final 2 or 3 applicants. One of these rounds may include an interview task, which will usually be shared in your interview invite.

Interview panels will usually be made up of 2-3 interviewers. This often includes the Hiring Manager and another Manager with interviewing experience. In some cases, there will be a representative of the Lived Experience Panel present. This is one of the ways we better involve people with lived experience in our work (lived experience defined as people from a refugee background, with first-hand experience of seeking sanctuary or migration to the UK).

In order to make our interview process as accessible as possible, a summary of the interview questions will usually be shared ahead of the interview. Interview questions will be based on the key competencies included in the job description. Some of the questions will be 'what would you do' scenario-based questions. We believe framing questions in this way makes it easier for candidates to highlight their transferable skills, as opposed to looking at an example of similar roles they have held. You will also be asked about what drew you to apply to work at BB and what you know about the organisation. We recommend you take a look at our values before the interview (page 3 of this pack) so that you can highlight which values you align with, if any.

Your interviewers appreciate that an interview can be a very stressful situation and will do everything they can to make you feel comfortable. Candidates are welcome to bring notes to the interview as a memory aid (though we encourage candidates to avoid reading directly from them as this can limit the flow of conversation). Your interviewers are happy to repeat and reframe questions if desired, let them know if this is the case.

You will have the opportunity to ask questions to your interviewers at the end of the interview. Hiring Managers endeavour to inform you of the outcome of the interview as soon as possible. This will usually be via email.

# Interview Tips for Candidates

Candidates may wish to use the STAR method to help frame answers to some interview questions. The STAR method is an interview technique that gives you a straightforward format you can use to tell a story by laying out the Situation, Task, Action, and Result:

- **Situation:** Set the scene and give the necessary details of your example.
- **Task:** Describe what your responsibility was in that situation.
- **Action:** Explain exactly what steps you took to address it.
- **Result:** Share what outcomes your actions achieved.

Using this method will help candidates provide a focused answer to questions that ask for a real-life example. These questions might start with:

- 'Tell me about a time when...'
- 'What do you do when...'
- 'Have you ever...'
- 'Give me an example of...'
- 'Describe a situation...'

## What does our work mean to our clients?

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I got to know about Breaking Barriers when I first got my status and I got a very nice case worker which helped me on how to build my CV, how to build my confidence. They taught me interview skills and also put me into workshops with other organisations that trainings me to be who I am today.

I think my caseworker is the most amazing person I know. Just to know there's somebody out there that's got your back. My support worker told me "Kemi, I got this job. I think it is going to be interesting for you". Which I applied and that's the job I am now. It's a charity that helps refugee worker into employment, and within three months that I got the job, I got promoted twice and all because of Breaking Barriers because even while I'm on the job, Breaking Barriers keep supporting me, telling me what to do and how to carry myself

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**Kemi,  
Breaking  
Barriers client**

# Diversity and inclusion at Breaking Barriers

Breaking Barriers is committed to promoting diversity and inclusion regardless of age, disability, gender reassignment, sex, sexual orientation, marriage and civil partnership status, pregnancy and maternity status, race, religion, or belief.

We aim for our workforce to be truly representative of all sections of society and our clients. We celebrate diversity within our workforce and are committed to creating a working environment free of bullying, harassment, victimisation, and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all staff are recognised and valued.

We belong to the Experts by Experience Employment Initiative, which advocates and supports organisations to employ more people from a refugee background. With this in mind, we particularly welcome applicants with experience of seeking asylum and/or a refugee background.



As a member of the Disability Confident Scheme, we are committed to offering an accessible recruitment process and guarantee an interview to all disabled applicants who meet the minimum criteria for the role.



## Accessibility of our offices

Our offices have full disabled access on all floors.

- WeWork Office (London): At the main entrance you can use the free access lift and then the main passenger lifts to all the floors. There is one disabled toilet per floor.
- Landmark Office (Birmingham): This building is designed as three specific cores served by a core staircase in each core – on each floor within each of these cores is the provision of male, female, unisex and accessible toilet facilities, with accessible passenger lifts to each floor.
- Landmark Office (Manchester): This building offers level access to the main entrance, wheelchair accessible lifts to all levels, accessible toilets in each lift lobby and disabled refuges, with two way communication, to each level.
- Information regarding Glasgow and Liverpool Offices to follow once office space has been secured.

We are open to flexible working arrangements and alternative working patterns.

If you require this recruitment pack in another format, please email: [enquiries@breaking-barriers.co.uk](mailto:enquiries@breaking-barriers.co.uk)

For an informal discussion about the role, please contact Dani Meier (HR Manager) on 07442581708 or [d.meier@breaking-barriers.co.uk](mailto:d.meier@breaking-barriers.co.uk).