



Job Title:	Stories and Media Coordinator
Reports to:	Policy and Public Affairs Manager
Responsible for:	Volunteers
Location:	London (E2) and remote working
Hours:	35 hours (full time), flexible hours, occasional evening and weekend work
Grade:	D (NJC 25-28); £37,957 - £40,660 (inclusive of London Weighting)

Overall purpose of the role

Praxis is a dynamic, award-winning human rights charity. We have 40 years of experience working with migrant communities in London. Our immigration advice service offers support to more than 2,000 people each year. Praxis provides a safe space and support through immigration advice and support to access services such as housing and health. We run peer support groups that build social networks and confidence. Together with people with lived experience, Praxis campaigns for a compassionate and humane immigration system where no one is discriminated against based on their immigration status, race, or class.

The purpose of this role is to ensure that people with lived experience of the immigration system are the driving force of Praxis' dynamic communications work. You will work closely with people who have accessed Praxis' services, and others with lived experience, and support them in telling their stories and speaking out on the issues that affect them. You will also lead Praxis' media work to increase our profile, amplify our influencing and campaigning work, and support our fundraising objectives. You will also support with internal and external communications on an ad hoc basis, including assisting with events.

Key responsibilities:

Stories work

- Develop stories in partnership with experts by experience to support Praxis' broader communications work (including fundraising and campaigns activities), including sourcing, interviewing, writing up new stories and case studies that enable Praxis to tell stories effectively.
- Develop and maintain relationships with experts by experience and make sure they feel valued and supported when sharing their stories.
- Work closely with Praxis' existing expert by experience spokespeople group,

- helping to identify and meet training and support needs, and providing practical and pastoral support to spokespeople when taking up media opportunities.
- Lead implementation of Praxis' safeguarding policies and procedures when it comes to working with experts by experience on storytelling, reviewing and making improvements and maintaining best practice standards at all times.
 - Develop a consent and contact process that is sensitive to the individual at the heart of every story, empowers their voice and ensures the organisation uses their information in the most appropriate way.
 - Maintain Praxis' database of stories and photographs to support a wide range of communications and fundraising activities, ensuring that the organisation's photo and story needs are met.
 - Create a forward plan for story gathering, working with staff across the organisation to make sure there are enough stories to meet Praxis ongoing needs and demonstrate the full range of Praxis' work.
 - Support experts by experience to attend interviews, video or photo shoots and other events, and act as point of contact for them throughout.
 - Work as part of broader Fundraising and Communications team supporting the incorporation of experts by experience in campaigns, public relations, fundraising and digital.
 - Ensure that all information provided by experts by experience is stored in line with Praxis Privacy Policy, GDPR regulations and safeguarding best practice.

Media and PR work

- Work with the Policy and Public Affairs Manager to develop and implement a national and regional media strategy to deliver high profile and targeted coverage to engage key audiences and support Praxis' strategic objectives.
- Build relationships across Praxis to keep an up to date understanding of our different areas of work, impact and key achievements to highlight through storytelling and in the media.
- Proactively seek out and develop new media opportunities for Praxis in line with our strategic objectives and maximise the impact of reactive opportunities.
- Ensure that the voices and stories of experts by experience are central to Praxis' media outputs, ensuring all relevant processes are followed.
- Develop excellent professional relationships with a range of journalists and influencers, positioning Praxis as a first choice for comment on migration issues.
- Ensure senior stakeholders across the organisation are briefed on key messages and objectives for media opportunities in alignment with our policy positions and campaigns.
- Work with the Policy and Public Affairs Manager and Digital Engagement Officer to ensure an integrated approach to external communication and that media content is on brand, well framed and used to maximum impact.
- Develop a monitoring and evaluation framework for Praxis media work, ensuring meaningful targets are set and measured.

Organisational

- Work collectively with all colleagues to deliver on our ambitious fundraising and communication objectives.

- Organise and help to deliver public events as needed;
- Liaise with Head of Finance and Resources and other members of the leadership team, to deliver key internal communications activities to ensure staff are kept up-to-date through newsletters and intranet.
- Support the fundraising and communication team by carrying out some administrative duties.
- Provide administrative, research and other support to the CEO and senior stakeholders in relation to events, advocacy and influencing.
- Any other duties that might be reasonably required.

Person specification

Experience and knowledge

- Significant experience of developing and maintaining good relationships with a range of journalists.
- Proactive approach to seeking out new opportunities and a strong track record of delivering media campaigns.
- Experience of interviewing people and developing stories for communication platforms.
- Experience of developing new relationships and building and maintaining trust in sensitive situations.
- Experience of advising colleagues on media planning and approaches.
- Experience of working sensitively to support experts by experience to share their stories, including managing boundary setting and safeguarding.
- Good understanding of legal issues in relation to data protection, GDPR, confidentiality, consent and story management and usage.
- Understanding of current migration issues and the sensitivities and concerns of experts by experience.

Skills and attributes

- A sharp understanding of what makes a strong story for communications with different purposes.
- Ability to build relationships and rapport with a wide range of people.
- Ability to work independently to plan and manage your own work while also working collaboratively as part of a team towards shared goals and objectives.
- Ability to prioritise tasks, working to challenging deadlines.
- Ability to recognise and mitigate reputational and other risks.
- Good writing and editing skills.
- Attention to detail and commitment to developing and maintaining systems in line with best practice.
- A willingness to build relationships with all teams across the organisation, being proactive to find out information and spot opportunities.
- Alignment with the values of Praxis and commitment to the work and ethos of the organisation.
- Commitment to equality, diversity and inclusion.

We are an equal opportunity employer and strongly encourage applications from those with lived experience of migration, and from diverse applicants regardless of age, disability, gender reassignment, marital/civil partnership status, race, religion or belief, sex, sexual orientation, or pregnancy/maternity leave status.

Praxis is committed to safeguarding all staff, volunteers and people who use our services. This role qualifies for Enhanced DBS disclosure under the exemptions to the Rehabilitation of Offenders Act 1974. Ahead of the successful applicant will need to undertake an enhanced DBS check. Please be aware that a criminal record in itself will not necessarily preclude employment.