

# South West London Law Centres

## Communications Officer Job Pack

### Role summary

<b>Post</b>	Communications Officer
<b>Hours</b>	21 hours per week, with working days to be negotiated as part of the application process
<b>Contract</b>	Permanent, subject to successful completion of probation
<b>Responsible to</b>	Chief Executive and Senior Management Team
<b>Salary</b>	£21,000 to £23,220 per annum, pro rata of £35,000 to £38,700 FTE, pay review pending, plus pension contribution of 4% salary
<b>Holidays</b>	18 days plus Bank Holidays, pro rata of the standard Law Centre holiday entitlement
<b>Location</b>	Hybrid, with at least one day per week at our Croydon office and occasional travel to our other offices, events and community locations
<b>Closing date</b>	5pm on Friday 19 June 2026. Applications will be reviewed on a rolling basis, so early applications are encouraged.

Dear Applicant

### Re: Communications Officer

Thank you for your interest in South West London Law Centres and the post of Communications Officer. Please find below a copy of the job description and person specification for this part-time role.

Our Law Centre helps local people across south-west London to access justice and uphold their everyday rights by providing specialist legal advice on social justice issues, including housing, debt, benefits, asylum and immigration. The communities we serve continue to face deep and complex pressures: rising rents, insecure housing, debt, benefit problems, low income, poor health, unsafe accommodation, employment insecurity and immigration barriers. These issues rarely arrive neatly or in isolation. A rent arrears problem may sit alongside a benefit suspension. An eviction notice may be linked to poor health, debt, domestic abuse, job loss or immigration status. A client may need urgent advice at court, but also longer-term support to stabilise their income, challenge a decision, or understand their rights.

Our role is to stand alongside people when the systems around them are difficult to navigate. We use the law as a practical tool to prevent harm, restore stability, and help people regain control over their lives. You can see more of our impact in our [2024-2025 Impact Report](#).

SWLLC is one of the larger law centres in the UK and provides a wide-ranging service, supporting thousands of people at difficult moments in their lives. Despite challenges, we remain ambitious about the role we play in the community. Last year the law centre helped over 5,000 people.

It is vital that local people know we are here to help, and that local and national stakeholders, potential funders, partner organisations and supporters understand the value of our work. The Communications Officer will play an important role in making this happen.

The role of the Communications Officer is to work with established templates and channels to continue to maintain and improve: our website, impact reporting client stories, articles, social media and fundraising. In general, we are a client-centered and community facing organisation.

The Communications Officer will be supported by the Chief Executive and Senior Management Team, but will also need to be organised, proactive and confident working independently.

If you share our commitment to addressing injustice, discrimination, inequality and poverty, this could be an exciting opportunity for you.

### **The application process**

To apply, please provide your CV and a covering letter to [recruitment@swllc.org](mailto:recruitment@swllc.org).

The deadline for applications is 5pm on Friday 19 June 2026. We will review applications and may interview candidates on a rolling basis, so we encourage applicants to apply as soon as possible.

If you would like an informal chat about the post, please email [comms@swllc.org](mailto:comms@swllc.org) to arrange a convenient time to speak.

We look forward to receiving your application.

Yours faithfully,

**Patrick Marples**  
Chief Executive

# Job Description: Communications Officer

## About you

You will be an excellent writer and editor who can turn complex legal and social issues into clear, accessible and engaging communications. You will be highly organised, comfortable delivering work to deadlines, and able to manage several pieces of work at the same time.

You will understand the importance of ethical storytelling, consent, confidentiality and trauma-informed communications when working with clients and communities. You will be confident collaborating with colleagues, volunteers and partners, and willing to work with a small team where practical delivery matters.

We are looking for someone with strong communications skills, good judgement, digital confidence and the ability to help SWLLC maintain, improve and grow its communications work.

## Examples of the type of work you will help maintain and develop

- [SWLLC 2024-2025 Impact Report](#)
- [Client stories page](#)
- [News articles](#)
- [Instagram account](#)

## Main responsibilities

1. Work with the Chief Executive and relevant colleagues to maintain, develop and deliver SWLLC's communications strategy
2. Write clear, accurate and engaging copy for the website, news articles, client stories, e-newsletters, social media, fundraising appeals, campaign materials, reports and other communications outputs.
3. Help the Law Centre tell the story of its work from the point of view of clients and communities, including working with colleagues to identify stories, secure consent, and interview clients sensitively and respectfully where appropriate. Being able to communicate complex social and legal issues in a simple, accessible and engaging way
4. Support the development of community voice and lived experience in SWLLC's communications, working closely with the Campaigns, Policy and Community Manager and other colleagues to ensure communications reflect the priorities and realities of the communities we serve.
5. Maintain and update website content, including service information, news pages, client stories and impact content
6. Maintain and develop SWLLC's social media presence creating content that reaches key audiences and engages local communities, partners, funders and supporters.
7. Create and adapt communications assets using accessible design principles and tools such as Canva, working with designers, volunteers or external suppliers where needed.
8. Support e-newsletters, supporter updates and email communications, including use of platforms such as Mailchimp to help strengthen supporter engagement and keep in touch with volunteers, former staff, trustees, partner firms and wider supporters.
9. Work with the Chief Executive, Fundraising Sub-Committee and relevant colleagues to develop fundraising communications, individual giving materials and challenge event communications, including the annual legal walks.
10. Support media relations by drafting press releases, building positive relationships with local journalists, identifying opportunities for coverage, and helping SWLLC raise its profile locally and nationally.
11. Help produce the annual impact report and support communications around the AGM and other organisational events.
12. Support the Senior Management Team with evidence, case studies, client stories and impact material for external grants, bids, reports and stakeholder communications.

13. Monitor the performance of communications activity, including basic social media, website and email analytics, and use this insight to improve future content and engagement.
14. Keep up to date with relevant policy, practice and public debate connected to SWLLC's work, including access to justice, poverty, housing, debt, welfare benefits, employment, asylum and immigration.
15. Attend external network events and internal meetings where needed, including occasional work outside usual hours such as trustee meetings, sub-committee meetings or events.

## Person Specification

### Essential requirements

- **Excellent writing and editing skills:** the ability to write compelling, accurate and accessible copy for different audiences and formats, including web, social media, newsletters, press, fundraising and impact reporting.
- **Ability to simplify complex issues:** confidence turning legal, social policy and community issues into clear public-facing communications without losing accuracy or nuance.
- **Ethical storytelling and lived experience:** understanding of how to centre client and community voice in a way that is respectful, consent-based, trauma-informed and protective of confidentiality and dignity.
- **Delivery and project management skills:** ability to manage communications projects from brief to delivery, working to deadlines, keeping stakeholders involved and maintaining quality across several workstreams.
- **Digital confidence:** ability to use, maintain and improve communications systems and digital channels, with confidence learning new platforms and processes quickly.
- **Audience awareness:** ability to adapt tone, content and channel for different audiences, including clients, communities, staff, volunteers, trustees, funders, journalists, local partners and the wider public.
- **Relationship-building:** excellent interpersonal skills and ability to work collaboratively with colleagues, clients, volunteers, supporters, community partners and external stakeholders.
- **Good judgement:** ability to handle sensitive information carefully, fact-check content, identify reputational risks and ask for advice when needed.
- **AI literacy and responsible use:** ability or willingness to use AI-enabled tools ethically to increase communications capacity, while protecting confidentiality, data protection, accuracy, client dignity and organisational voice.
- **Commitment to SWLLC's mission:** a strong commitment to access to justice and to addressing injustice, discrimination, inequality and poverty.
- **Organisation and initiative:** highly organised, proactive and able to work independently in a part-time role,
- **Flexibility:** willingness to try new tasks, respond to changing priorities and work occasionally outside normal hours when required.

### Desirable experience, knowledge or skills

- Experience working in a social justice environment.
- Experience using social media platforms and sites such as WordPress, Mailchimp and Canva
- Experience creating social media content, short-form video, reels, graphics or photography for organisational communications.
- Experience with media relations, including drafting press releases and working with journalists.
- Experience producing impact reports, annual reports, client stories, case studies or fundraising communications.
- Experience supporting individual giving, supporter journeys, volunteer engagement or community fundraising campaigns.
- Experience planning or supporting events, including AGMs, fundraising events, community events or stakeholder events.

- Experience working with designers, photographers, videographers, volunteers or external suppliers.
- Understanding of values-based communications, plain English, accessibility, inclusive language and community-led communications.
- Basic understanding of website, email and social media analytics and how to use them to improve engagement.

## **Qualifications**

A formal communications, marketing, journalism or related qualification would be welcome but is not essential. We are most interested in evidence of strong writing, judgement, practical delivery, digital confidence and commitment to SWLLC's mission. Equivalent professional, voluntary, freelance or lived experience will be considered.

## **Equal opportunities**

SWLLC is committed to equality, diversity and inclusion. We welcome applications from people of all backgrounds, including people with lived experience of the issues faced by our clients and people from communities underrepresented in the charity and legal sectors.