



Recruitment Pack

Communications Officer

March 2024

Dear Candidate,

Thank you for your interest in the role of Communications Officer.

Anti-Slavery International is the world's oldest human rights organisation. Our vision is freedom from slavery for everyone, everywhere, always.

We believe that modern slavery is a contemporary issue of the highest importance and we are determined to work with others to make sure people can be free from slavery across the world.

We are looking for an experienced Communications Officer to join our Fundraising and Communications team. This role plays a crucial role in delivering for our strategy, which is grounded in movement building, being people-focused, and growing trust in our brand. This varied role will suit a communications all-rounder with an interest in growing their skills and experience in media, editorial, publications and impactful content. This role will suit someone who is a skilled editor and writer, who is confident and able to juggle multiple tasks concurrently.

The role is managed by the Communications Manager and works closely with the Digital Mobilisation Officer, individual giving and community and events team, and advocacy and programmes colleagues.

The deadline for applications is 26 March 2024. Interviews will likely be held in the week commencing 8 April 2024. We wish to fill this position as soon as possible, though flexibility for a later date will be considered for the right candidate.

If you think this fits with your expertise and ambition, we would love to hear from you.

Best wishes

Jessica Turner
Communications Manager

Job Description

Communications Officer

GRADE	B1-B3
SALARY	£33,978 - £36,059
CONTRACT TYPE	Permanent
HOURS	This role is offered as a full-time position at 35 hours per week
LOCATION	Based in Vauxhall, London, with hybrid-working arrangements
DATE	March 2024

ANTI-SLAVERY INTERNATIONAL

Anti-Slavery International is the world's oldest human rights organisation. Our vision is freedom from slavery for everyone, everywhere, always.

We believe that modern slavery is a contemporary issue of the highest importance and we are determined to work with others to make sure people can be free from slavery across the world. Our strategy commits us to working on four focus themes to drive systemic change and help end slavery for everyone everywhere:

- Child Slavery
- Responsible business
- Trafficking
- Climate Change and Slavery

We aim to do this by making slavery everyone's concern, and by growing a community of people who understand the issue and who are pushing for freedom for everyone. You can read more about us and how we work in the 'About Us' document [on our recruiting webpage](#).

The Communications Officer plays a key role within the Fundraising and Communications team. It helps to successfully mobilise more people to join the anti-slavery movement and help bring freedom from slavery to everyone, everywhere, always. This role will help to raise Anti-Slavery International's public profile and brand trust, enhance our partnerships and help us reach our advocacy and fundraising goals.

The Communications Officer will play a pivotal role in growing awareness of Anti-Slavery International, supporting media engagement, driving trust in the Anti-

Slavery International brand and contributing to our corporate and advocacy publications. The successful candidate will have an exceptional eye for detail, strong copywriting and editorial skills, experience working with journalists and experience in producing sharp, impactful visual communications.

We are looking for someone with a range of communications skills, including strong editorial and publications skills, media experience, and an interest and experience in ethical content and content development. The successful candidate will be passionate about the impact of Anti-Slavery International.

MAIN TASKS

Media relations

- Closely monitor and respond promptly to journalists' queries – monitoring a media inbox and phone – and drafting, editing and/or sharing approved lines, liaising as needed with relevant colleagues or partners.
- Pitch agreed on stories to journalists verbally and via email, supporting the promotion of campaigns and publications. Prepare draft media releases, articles and statements for journalists, researching relevant topics.
- Support the Communications Manager and other colleagues with media research and planning media campaigns, including media briefings and key message development.
- Monitor and manage Anti-Slavery International's press lists, keeping contacts up to date and preparing tailored lists for specific launches and releases.
- Stay abreast of relevant news, monitoring topic-specific newsletters, Google Alerts, and news articles, sharing with colleagues as appropriate.
- Track and record Anti-Slavery International's presence in news media, online, in print and broadcast, and report performance to the communications manager, colleagues and the board of trustees at agreed intervals.
- Provide local and specialist media support to colleagues working on community and corporate partnerships.

Supporting a strong brand

- Serve as an organisational brand ambassador, ensuring brand consistency and keeping corporate publications up to date.
- With the Communications Manager and colleagues, ensure all external content published by Anti-Slavery International complies with the charity's visual brand and tone of voice guidelines.
- Work with the Communications Manager to monitor regular brand awareness and trust data, and identify ways to enhance this through the

communications programme.

Editorial and publications

- Draft and project-manage corporate publications such as the twice-yearly supporter facing Reporter magazine and the Annual Review. Work with external writers, editors and designers as needed.
- Be the primary point of contact for publications planning, coordinating or supporting the formatting and rollout of publications.
- Along with the Communications Manager, copywrite, proofread and edit Anti-Slavery International publications and blogs in line with the charity's key messages and priorities.
- Provide editorial and visual formatting support across the organisation, reviewing and editing (and sometimes drafting) website content, speeches, blogs and publications.

Message and content

- Maintain a library of audience-focused content, including historic and contemporary imagery, illustrations, case studies and videos.
- Work closely with the Communications Manager, and other audience managers to identify and deliver content opportunities that support Anti-Slavery International's engagement and mobilisation activities.
- Make sure imagery and stories are compliant with Anti-Slavery International's consent and safeguarding policies. Maintain records of usage licenses and manage and monitor systems to retire content when licenses and consent expire.
- Serve as an ambassador for ethical content use across the organisation and keep up to date with relevant sector improvements. Support colleagues to follow best practices of content generation and use.
- Respond to requests for licensing Anti-Slavery International content, such as factsheets and historic images.

Other

- Maintain up-to-date communications planning tools and invite inputs from all staff on a quarterly basis.
- With the Communications Manager, oversee the work of volunteers supporting the communications function.
- Undertake reasonable tasks requested by the Communications Manager, as required.

- Be prepared to undertake occasional work outside of regular hours, including a rota system to monitor the out-of-hours media phone and supporting with occasional events and high-profile media work.

PERSON SPECIFICATION

Essential

- Excellent audience-centred copywriting and editing skills.
- A strong eye for detail and an interest in creative visual content.
- Experience of working in a press and media team, communicating with journalists and working to tight deadlines to achieve success.
- Proven experience of turning complex issues or causes into words and images that are simple and engaging.
- Experience of working across different teams to deliver communications goals.
- Demonstrable experience producing publications and editorial work e.g. editing and drafting blogs, marketing material, briefs, and research papers.
- Experience of designing briefs and plans for photography, video and creative forms of visual content.
- Exceptional organisational skills, able to juggle short-term and fast-paced projects alongside longer-term planning and strategy.
- A commitment to constantly learn, taking part in relevant trainings and keeping abreast of new trends in communications and media work within and outside of the charity sector.

Desirable

- Interest in human rights, worker's rights, social justice and global issues.
- Experience with the Adobe Suite, in particular, Lightroom, Photoshop and InDesign.
- Ability to work in written and spoken French.
- Experience of working within a campaigning organisation to drive fundraising and advocacy success.
- Interest and experience in ethical communications and content, working closely with international partners and people with lived experience to communicate stories sensitively and ethically.

Summary Terms and Conditions

- The position is based in Anti-Slavery International's office in Vauxhall, London, with hybrid-working arrangements in line with our policy.

- Annual leave entitlement is 30 days (on a pro rata basis)
- There may be a requirement for some out-of-hours work, for which time in lieu is given.
- We pay 6% into our recognised contribution pension with TPT Retirement Solutions, with a mandatory employee contribution of 2%
- The role is subject to a probationary period of 6 months.
- We offer a range of employee benefits including an employee assistance programme and cycle to work scheme.
- Unison is the recognised trade union.

How to apply

This pack includes a job description, person specification and other background information. If you would like more information, please visit our website:

www.antislavery.org

If you wish to apply for this position, please email a CV along with a supporting statement of no more than two pages, setting out why you want this role and explain how your skills and experience support your application. Candidates must have the right to work in the UK, please confirm in your covering letter if you have the right to work in the UK. Please include your earliest possible start date in your application.

Please submit your application to jobs@antislavery.org using the reference **Communication Officer** in the subject line **before 11:59pm on 26 March 2024**.

Please also complete the equal opportunities monitoring form [at this link](#). The form is anonymous, and responses will be handled in strict confidence.

Interviews will likely be held in the week commencing 8 April 2024.

We regret that it will not be possible for us to reply to candidates who have not been shortlisted for interview.

Candidates must have the right to work in the UK.

We particularly welcome and encourage applications from survivors of modern slavery, Black and Asian candidates and those from a diverse ethnic background, and disabled, LGBT and non-binary candidates.

We have a zero-tolerance policy on bribery and corruption, recognising that bribery is contrary to fundamental values of integrity, transparency and accountability and undermines organisational effectiveness.

We are committed to safeguarding the children and adults that our staff and representatives encounter, virtually and in-person. As such, candidates are required to commit to and uphold our organisational safeguarding principles, practice and procedures. These organisational policies include, but are not limited to, the Code of Conduct policy and Safeguarding policy. We maintain a strict zero-tolerance policy towards bullying, harassment, sexual exploitation or abuse, of any form, perpetrated by any representative of the organisation.

The purpose of this Code of Conduct is:

- To guarantee high standards of staff behaviour and integrity
- To safeguard our staff's, interns' and volunteers' welfare and that of external stakeholders with whom we work or come into contact
- To protect our reputation and interests

This role may require a DBS check for traveling to projects where there is access to vulnerable groups.

In accepting appointment, you undertake to regulate your conduct in line with the requirements of this code and to undergo any background checks that may be required.

As an organisation assessing applicants' suitability for positions which are included in the Rehabilitation of Offenders Act 1974 (Exceptions) Order using criminal record checks processed through the Disclosure and Barring Service (DBS), we comply fully with the Code of Practice and undertake to treat all applicants for positions fairly. We undertake not to discriminate unfairly against any subject of a criminal record check on the basis of a conviction or other information revealed.



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antislavery.org