

## Recruitment Pack: Communications Officer - P/T, Maternity Cover (June 2018)



### Overview

Jubilee Debt Campaign is seeking a tech-savvy, digital communications all-rounder to lead on supporter and campaign communications, website and social media management, and the design and production of digital communications products to deliver on our education and campaigning goals.

This is a part-time, temporary (maternity cover) position of 3 days per week on an initial 6-month contract which a possible extension of up to 6 months.

We offer a pension contributions of 3% of salary (rising to 7.5% with equivalent employee contributions), an annual leave entitlement of 16 days (26 days pro rata) per year, plus bank holidays pro rata, and flexi-time working arrangements outside the core hours of 10am-4pm. Location is flexible: either based in our London office or, if resident outside of London, working from home and visiting the London office for one day every 2 weeks. If the latter, Jubilee Debt Campaign will cover the cost of public transport to the London office.

### About Us

Jubilee Debt Campaign is a UK charity working to end poverty caused by unjust debt through education, research and campaigning. We're part of a global movement working to break the chains of debt and build a finance system that works for everyone.

We believe that tackling the injustices resulting from the accumulation of debt is a necessary step towards a world in which our common resources are used to realise equality, justice and human dignity.

Our work combines robust, evidence-based research and policy development, targeted and impactful advocacy, and media work, popular education and awareness-raising.

We have a small staff team of 5 people, a growing community of online activists, a network of affiliated local groups and national agencies, and an Academic Advisory Network who advise on our research and policy work.

Key organisational victories include:

- \$130 billion of debt cancellation for developing countries between 2000 and 2015 as part of the global Jubilee 2000 campaign.
- An Act of Parliament protecting 40 poor countries from being sued by vulture funds in UK courts.
- \$100 million of debt cancellation for Ebola-affected countries: Liberia, Sierra Leone and Guinea.
- A new global network to tackle the dangerous new debt-creating mechanism 'Public Private Partnerships' (known in the UK as the Private Finance Initiative'), comprising 150 campaigners in 45 countries.

Our current strategy is underpinned by the view that progress on the debt-poverty trap will only be possible with greater public education and a stronger economic justice movement at the UK and international level. It therefore prioritises movement-building, public education and awareness-raising in order to encourage and support more people from more diverse backgrounds to participate in economic justice campaigning and to exercise political agency and voice.

We have two priority work areas, which will be our focus in 2018-19 and beyond:

- 1. The new debt crisis in the global south:** Raising awareness of the threat posed by a new wave of debt crises in impoverished countries, working in solidarity with countries affected by debt crises, and advocating for changes to UK law to tackle the role of UK-based banks and financial institutions.
- 2. The household debt crisis in the UK:** Working with partners to raise awareness and build public and political support for government action to tackle the household debt bubble and lift households out of the debt-poverty trap, and to help elevate the voices and agency of affected individuals.

In addition, we are developing a new workstream:

- 3. Climate change impacts and indebtedness:** Strengthening solidarity with highly-indebted countries vulnerable to severe climate impacts such as hurricanes, with an initial focus on the Caribbean.

## About the Role

The Communications Officer is an integral member of the Campaigns team alongside the Senior Policy & Campaigns Officer, Activism & Engagement Officer and Director, and is managed by the Director.

## Job Description

### Digital Communications

- Management of all social networking tools, including ensuring regular, on-message content on Facebook and Twitter
- Producing and/or commissioning communications products including memes, short videos, infographics, and illustrations.
- Management and delivery of electronic communications, including:
  - Maintaining a digital communications calendar
  - Drafting copy for electronic campaign and fundraising communications
  - Data segmentation for targeting of communications and 'split testing' of emails
- Website management, including:
  - Liaison with web hosts and other online service providers, ensuring best value
  - Overseeing, editing and creating online content, ensuring it is regular, up-to-date, accurate, and well written
  - Ongoing development of website functionality
  - Monitoring and evaluating the success of our online presence, including writing periodic reports for the staff team and Jubilee Debt Campaign's Board of Trustees
- Supporting JDC activists with digital communications, including website maintenance and social media.

### Print Materials

- Managing production and distribution of print materials, including liaison with designers, printers and mailing house.

### Cross-cutting

- Ensuring compliance of electronic and print communications with legal and Code of Fundraising Practice requirements in relation to data collection and consent.

### Campaign Strategy

- Engaging in campaign strategy development to shape communication objectives and campaign narratives and messaging.

### **Budget Management**

- Management of communications budget and individual campaign / event project budgets as agreed.

### **News Media**

- Media monitoring (shared responsibility with other members of the campaigns team).

### **Organisational**

- Participating in staff meetings on both strategy and day-to-day operations.
- Contributing to the development of organisational, engagement, activism and fundraising strategies and plans.
- Helping with facilitation of team meetings.

### **Line Management**

None

### **Other**

Any other duties consistent with the post as required.

## **Who we are looking for**

### **Person specification**

#### Essential:

- Experience of overseeing the website and social media tools of an organisation, campaign or grassroots activist group
- Excellent online content management skills, including good knowledge of Wordpress or other content management systems, and of Mailchimp or other email marketing software
- Experience of running email campaigns and managing supporter data from online sources
- Experience of project managing design and production of communications products, including short videos, infographics, memes, illustrations
- Ability to write sharp, engaging copy for a range of audiences
- Excellent, proven editing skills
- Experience of working with picture editing software
- Strong project management and time management skills
- Competent user of Microsoft Office
- Commitment to Jubilee Debt Campaign's vision and mission
- Proven ability to work to tight deadlines and under pressure, and to react to changing events
- Creativity and initiative, including ability to spot and seize opportunities
- Ability to work effectively as part of a team
- Ability and willingness to travel and undertake some evening and weekend work as agreed

#### Desirable:

- Experience of managing online projects, including (ideally) overseeing digital communications agencies in delivering services for an organisation
- Experience of project managing design and production of printed communication materials, including reports, briefings and campaign postcards
- Experience of being actively involved in an economic, social or environmental justice campaign, either as a paid member of staff or a grassroots activist
- Experience of developing and implementing overarching campaign communication strategies

- Experience of budget management
- Knowledge and understanding of economic justice issues, for example the problems with neoliberalism and austerity
- Knowledge of Fundraising Code of Practice requirements in relation to data collection and consent
- Knowledge of Microsoft Access, or other customer record management software

### **Eligibility**

Applicants must have the right to work in the UK. Unfortunately, we are not able to sponsor applications for visas.

### **Remuneration**

The salary for this post is £20,690 pa (£34,483 pro rata) including London weighting if based in the London office, or £17,583 pa (£29,305 pro rata) outside London.

### **How to apply**

To apply for the role please complete the application form and equal opportunities monitoring form and submit them to [application@jubileedebt.org.uk](mailto:application@jubileedebt.org.uk) **by 9am on Monday 2 July**.

Interviews will take place on Tuesday 9 July

Candidates who are interviewed can claim reasonable expenses for travel to and from the interview. We will also provide funds for childcare if this is needed to enable candidates to attend an interview.

Thank you for your interest.