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**Recruitment Pack**

**Communications Officer**

**Closing date: midday, 10th July**

**About the role**

An exciting opportunity has arisen for an ambitious, driven and creative individual committed to using their extensive communications skills to help us alleviate one of the UK’s most pressing human rights concerns: immigration detention.

With thanks to funding from the National Lottery Community Fund, the Communications Officer is a new role in our organisation. The post holder will lead on all aspects of our external communications and digital work, ensuring that AVID extends its reach, accessibility and influence on behalf of people in immigration detention. This is a unique opportunity to apply your communications and digital skills to raise the profile of a small charity which regularly punches above its weight in policy and influencing. Working closely with the Director and AVID members, you will develop and deliver strong content across a range of online platforms, amplifying the voices of people in detention and the volunteers who support them. You will also apply your digital skills to creating new and innovative ways of servicing our membership and stakeholders, as well as building successful individual giving campaigns.

The role includes coordinating AVID’s online presence to ensure we reach as many people as possible and help them to access timely, informative and interesting content on the challenges facing people subject to the hostile environment and immigration detention. The Communications Officer will optimise digital tools to help build engagement through our website, newsletter, social media and other online formats. The role will take a creative approach to expanding our communications portfolio, including through video and audio. As well as creating engaging content to meet these aims, you will help to build our membership base and contribute to our sustainability by raising funds online.

Central to all of this is our aim to **amplify the voices of people in detention and the volunteers who support them**. This is the perfect opportunity for someone seeking to use their skills flexibly, creating powerful communications content that seeks to empower, strengthen and inform, increasing awareness of AVID’s work and supporting our policy goals to **reduce the social and human cost of detention.**

As this is a new role for the organisation, it is anticipated that the post holder will work closely with our Director to help shape this area of work. This is an exciting role, with a broad remit, and the opportunity to develop your skills as well as bring new ideas to the table.

This post is initially offered on a six month fixed term basis but funding is currently being sought to secure the role.

**About AVID**

We are a small charity based in East London, and a highly respected voice on immigration detention nationally. Our small staff team is renowned for ‘punching above its weight’ in working to amplify the voices of people in detention and the volunteers supporting them. Established in 1994, we have over 25 years experience in working with people experiencing indefinite immigration detention and have achieved real change in this time. Immigration detention is no longer a marginalized issue, it is now recognized as one of the UK’s most pressing human rights concerns. Our strategic aim is to **reduce the human and social cost of immigration detention.**

Central to this is our unique structure as a membership network. AVID members are central to everything we do. A full list of our members is available on our website. Our membership is very diverse, including some registered charities with paid staff and a remit that extends beyond visiting; and other smaller, wholly voluntary groups. All members visit (befriend) detainees and share a concern about the use of detention in the UK. Our network covers some 550 volunteers all over the UK, and it is our role to support them to ensure people in detention have access to quality volunteer support at a time of great crisis in their lives. AVID and its members have a unique perspective on the realities of detention in every detention centre in the UK as well as in some prisons. This gives us an unparalleled insight into the lived experiences and realities of immigration detention and its impacts on the ground. We use this experience to present the case for change, raising awareness of the impact of detention and working towards systemic reform.

We currently have two staff members, our Director and a part time Training and Membership Coordinator. We are recruiting two posts, the Communications Officer and a job share partner to our current Training and Membership Coordinator. The office is also supported by volunteers who assist in various areas of our work such as fundraising. Governance and oversight of the organisation’s strategic direction is carried out by our Board of Trustees, a group of volunteers elected by our membership.

AVID’s work is based on an agreed strategy developed with our members. You can read the [strategy in full here](http://www.aviddetention.org.uk/sites/default/files/images/TheoryOfChange-DIGITAL.pdf). We advise you to read this before completing your application.

# Job Description

**Job Title:** Communications Officer

**Reporting to:** Director, with occasional reporting to the Board of Trustees

**Working with:** Training and Membership Coordinator(s), AVID members

**Responsible for:** Social media volunteers

**Purpose**

The post holder will lead on all aspects of our external communications and digital work, ensuring that AVID can extend its reach, accessibility and influence on behalf of people in immigration detention. This is a unique opportunity to apply your communications and digital skills to raise the profile of a small charity which regularly punches above its weight in policy and influencing. Working closely with the Director, and AVID members, you will develop and deliver strong content across a range of online platforms, amplifying the voices of people in detention and the volunteers who support them. You will also apply your digital skills to creating new and innovative ways of servicing our membership and stakeholders, as well as building successful individual giving campaigns.

The role includes coordinating AVID’s online presence to ensure we reach as many people as possible and help them to access timely, informative and accurate content on the challenges facing people subject to the hostile environment and in immigration detention. You will optimise digital tools to help build our engagement through our website, newsletter, social media and other online formats. The role will lead on taking a creative approach to expanding our communications portfolio, including through video and audio. As well as creating engaging content to meet these aims, you will help to build our membership base and contribute to our sustainability by raising funds online.

**Main duties and responsibilities**

**Social media and website**

* Lead on all aspects of AVID’s digital and communications portfolio, including managing the redevelopment of AVID’s website
* Manage AVID’s presence on Twitter, Facebook, LinkedIn and other social media platforms (with the support of volunteers)
* Ensure the strategic and tactical use of social media to build awareness of AVID and of immigration detention among key audiences
* Manage our key messaging, expand and manage our social media presence
* Develop and optimize social media outputs to include a range of creative methods
* Monitor and audit the performance of our website and content

**Communications**

* Build the profile of, and raise awareness of the work of AVID and its members, driving traffic through the planning and creation of a range of communications materials
* Bring the voices of people in detention and those who support them to new audiences
* Design infographics and other audio and visual representations of information and data to present information creatively and in an engaging way
* Draft content for, and oversee the production of, our monthly newsletter and accompanying news/blog pieces
* Develop key messages and lead on creating and maintaining consistent language and terminology
* Produce, edit and distribute updates and materials for external audiences, dealing sensitively with people’s lived experiences
* Liaise with AVID members regularly to ensure our communications outputs are effective and useful

**Content creation**

* Produce our regular immigration detention newsletter and other news/blog content
* Continually improve our website to provide authentic content that is credible, informative, and personalized, reflecting the diversity of our membership and the people we support.
* Work with a variety of external contributors to ensure content remains engaging and dynamic
* Understand the needs of different audience types and plan content (text, visuals, audio and video) that meets these needs
* Audit, monitor, review and make recommendations on our communications outputs
* Oversee the regular production of creative content that is based on lived experience
* Work with AVID members to produce engaging content on the realities of detention
* Assist with the design and content of other materials including promotional materials, training resources and AVID’s external publications including the annual report

**Income generation**

* Diversify our income through individual giving and online fundraising campaigns
* Engage with current and potential individual and community donors through digital campaigns, platforms and events
* Work with our Director to create engaging content for fundraising outputs
* Manage all individual giving and online fundraising projects and campaigns
* Oversee the servicing and stewardship of individual donations

**Other duties**

* Oversee the development of a new brand/identity for AVID
* Drive best practice in design and digital principles throughout AVID
* Contribute to developing a new strategy for servicing our membership and stakeholders
* Bring creativity in design and help us use digital technologies across AVID’s other projects and activities
* Comply with all of AVID’s policies and standards including all data protection legislation
* Keep abreast of development in the digital arena, identify new digital opportunities

The Communications Officer is to undertake such duties and responsibilities appropriate to this post, not specifically mentioned in this Job Description, as allocated by the Board of Trustees and the Director.

This job description can be changed at any time according to the needs of the organisation.

As a small charity, it is very likely that the post holder will have the opportunity to develop her/his skills in other areas as dictated by the needs of our membership network.

As AVID is a national organisation, this role will require some travel throughout the UK. As we work with volunteers, evening and weekend work will also be required from time to time. This will be reimbursed through the use of ‘time off in lieu’.

**Person Specification**

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| --- | --- | --- |
| Experience | ESSENTIAL | DESIRABLE |
| At least two years experience in a communications role | X |  |
| Writing for the web and other channels | X |  |
| Using content management systems such as Wordpress, Drupal, mailchimp | X |  |
| Experience of producing engaging social media content for organisations | X |  |
| Developing a range of communications content formats including blogs, video and audio |  | X |
| Experience of producing regular newsletters |  | x |
| * Experience of developing and implementing an individual fundraising campaign |  | x |
| Experience of increasing income through donor acquisition and retention | x |  |
| Experience of using databases to record and extract information for either communications or fundraising | x |  |
| Knowledge and understanding |  |  |
| Knowledge of digital design principles and techniques, and awareness of emerging digital trends | x |  |
| Knowledge and understanding of the hostile environment, human rights, immigration detention or asylum in the UK | x |  |
| Knowledge and experience of using design software such as Adobe illustrator, Adobe indesign and photoshop |  | X |
| Demonstrable understanding of how to build the experiences of detainees and people with lived experience into all communications outputs in a meaningful way | x |  |
| Skills |  |  |
| Excellent writing, communication and editing skills with a high standard of written English. | X |  |
| Strong and solid project management skills | X |  |
| Ability to develop strong and distinctive key messages | X |  |
| Ability to summarise complex information into engaging content for a variety of platforms | X |  |
| Ability to respond creatively to a dynamic and challenging media narrative |  | X |
| PERSONAL ATTRIBUTES |  |  |
| Excellent communication skills | x |  |
| Commitment to AVID’s values, ethos and approach | x |  |
| Well organized, self disciplined and able to manage own time effectively | x |  |
| Willing and able to work flexibly to respond to the needs of a small charity | X |  |
| Ability to manage own time effectively | X |  |
| Strong visual awareness with eye for detail | X |  |
| Ability to manage and negotiate multiple priorities | x |  |

**Terms of employment**

**Contract:** Initially offered on a six month fixed term basis. Further funding is sought with a view to a permanent post.

**Hours**: FT (37.5 hours). Some evening work and occasional weekend commitments is a requirement of this post. Overtime is not paid but time off in lieu is given.

**Salary:** £28,000 pro rata based on skills and experience

**Holidays:** 25 days per year plus public holidays

**Pension:** Automatic enrolment into AVID’s contributory workplace pension scheme on completion of probation period. Employer contribution of 8%.

**Location:** Remote working and London (E8)\*.It should be noted that some UK travel is a requirement of this post. Overtime is not paid but time off in lieu is arranged.

**Probationary period:** three months

**Flexibility:** The job description sets out duties that exist at the moment. They may vary from time to time without changing the general character of the duties or the level of responsibility. Such variations may be a common occurrence and cannot in themselves justify a reconsideration of the post.

**Equal Opportunities:** AVID is committed to operating as an equal opportunities organisation. We welcome applications from refugees, and in particular from former detainees, to reflect the composition of our user group.

We are not able to arrange work permits for people who do not already have the right to work in the UK.

*\*Owing to COVID 19 and to ensure the safety and well-being of our staff, all AVID staff are working remotely. This will be reviewed on a regular basis in line with public health guidance. On this basis home working will be considered.*

**How to apply**

To apply for this role:

1. Download the job application form and equal opportunities form from: <http://www.aviddetention.org.uk/news-events/news/big-news-two-new-vacancies-avid-team>
2. Send your completed application form and an equal opportunities form by email to AVID’s Director [ali.mcginley@aviddetention.org.uk](mailto:ali.mcginley@aviddetention.org.uk)
3. Ensure you include the subject line ‘Communications Officer’ in your email.

As our offices are currently closed due to COVID 19, we are unable to accept postal applications.

**Closing date is midday on Friday 10th July.** It is anticipated that interviews will take place on 23rd and 24th July, although this is subject to change. In current circumstances we are monitoring public health guidance and as such it is likely that interviews will be held via video conferencing. We will aim to be flexible.

If you would like an informal discussion about the role please email our Director Ali McGinley on [ali.mcginley@aviddetention.org.uk](mailto:ali.mcginley@aviddetention.org.uk)