Recruitment pack
Digital and communications manager vacancy

About the role
This is an exciting opportunity for an ambitious and creative individual that is committed to the use of digital and communications to improve people's lives.

The digital and communications manager role is a new post in the charity, taking an operational lead in implementing key aspects of the charity's first digital strategy. This ambitious strategy aims to ensure that digital enables Unlock to increase the reach, accessibility and impact of our work to improve the lives of people with criminal records. The new role will also support Unlock to continue to 'punch above its weight' in policy, influencing and other ways by developing the charity's external communications.

The role includes coordinating Unlock's digital presence to ensure that we reach as many people as possible and help them to self-serve digitally, optimising digital tools to improve engagement – websites, video, communications, email and social media. The role will lead on embedding digital design principles into our work, joining-up our content approach, implementing innovative tools to help people and redeveloping the Unlock websites. The role will be responsible for creating powerful communications that raises the voice and experiences of people with criminal records, increases awareness of Unlock's work and supports our policy and influencing work to challenge the stigma and discrimination that people face.

Unlock
We are an independent, highly respected social inclusion charity based in Maidstone, Kent. Established in 2000, we provide a voice and support for people with convictions who are facing stigma and obstacles because of their criminal record, often long after they have served their sentence.

Firstly, we help people. We provide information, advice and support to people with convictions, including running an information site and confidential peer-run helpline. We help practitioners support people with convictions by providing criminal record disclosure training. And we support employers and universities in treating people with criminal records fairly.

Secondly, we advocate for change, working at policy level to address systemic and structural issues. We listen to and consult with people with criminal records, undertake research and produce evidence-based reports to inform policy makers and the public. We challenge bad practice, influence attitudes and speak truth to power. We co-founded and support the Ban the Box campaign and we are pushing for reform of the criminal records regime.

We have seven staff (nine including this and another vacancy we currently have), with 2-3 volunteers each day that support the running of our highly-regarded confidential peer-run helpline.

Unlock is an equal opportunities organisation and committed to increasing diversity. Applications from candidates who are BME, have a disability or who are from a less privileged background are particularly encouraged. We warmly welcome applications from all suitably skilled people regardless of background and we are especially keen to appoint people who have themselves met with and overcome the disadvantages of having a criminal record. A past criminal record is not a requirement for this role but nor is it a bar.

Salary and terms
£28,366 per annum. Full time, permanent. Home-based, with visits to the Maidstone office as and when required, with a minimum of 6 per year.
Job description

Job title: Digital and communications manager
Reporting to: Co-director responsible for policy and activities
Working with: Advice manager, Helpline coordinator, Policy and practice lead, Policy officer

The role

The digital and communications manager leads on how the charity communicates with people digitally and across other channels. The role is responsible for implementing key aspects of Unlock's digital strategy to extend our reach to more people and new supporters. The role involves harnessing the potential of digital, websites and social media, creating powerful content that increases the knowledge of people with criminal records, raising their voices and experiences, increasing the awareness of Unlock's work and challenging negative perceptions of the people that we represent. The role also supports Unlock to continue to 'punch above its weight' in policy, influencing and other ways by developing the charity's external communications.

Main responsibilities and tasks

**Digital management**
- Lead key aspects of the digital strategy – including managing the redevelopment of Unlock's websites, redesign of the information architecture to ensure that stakeholders can find what they want easily, and that the content is dynamic and engaging, sourcing and commissioning external expertise where necessary to support the redevelopment work, liaising with them through the project.
- Optimise the use of our digital products – getting more people to use them and engage with them, developing and managing relationships with external experts where necessary to implement Search Engine Optimisation and Google Ads strategies.
- Support the increased use of digital contact by using chatbots and other digital tools.
- Perform an editorial role across our digital presences, including proof-reading and editing, ensuring all content is accurate, up to date and consistent with our brand and messaging, supporting colleagues to maintain their sections by helping them to develop their digital skills, including using the content management systems and to write effectively for online audiences.
- Develop future digital products and processes, bringing in external expertise where necessary to support new developments.
- Monitor the performance of the website and content, using tools like Google Analytics and identify areas of improvement and trends that support the development of future digital products.
- Maintain and develop Unlock's Google grant, ensuring that AdWords are being used effectively to drive traffic to our website.
- Ensure the website is maximised for Search Engine Optimisation, making use of tools to support this.
- Analyse customer experiences and journeys using user testing and user research.
- Test and debug digital content.
- Evaluate and communicate statistics and results on our digital offer.
- Keep abreast of developments in the digital arena, ensuring we remain timely and current in our use of digital media, identify new digital opportunities and be a digital advocate for the charity.
- Drive digital principles and practices throughout the organisation.
Content creation
- Continually improve the website to provide trusted, interesting, informative and personalised online content which is up to date, and work with internal contributors to make sure their content reflects this.
- Understand the needs of different audience types and plan content – text, visuals and video - that meets their needs.
- Analyse and interpret data from Google Analytics, and communicate results to the wider team. This involves designing queries, running reports, understanding the limitations of the data, spotting trends and explaining them in an easily understandable manner.

Communications
- Generate awareness of the charity and the things we're working on, and drive traffic to digital activities through the planning and creation of multi-media communications materials.
- Work with colleagues to generate and optimise new content across various channels and ensure that content stands out across all digital platforms and is marketed to appropriate audiences.
- Produce, edit and distribute updates and materials for external audiences, dealing sensitively with those whose personal experiences might be featured.
- Evaluate, introduce and test new technologies and channels as they become available or relevant to communications objectives.
- Work with the co-director responsible for policy to develop/deliver communication plans across a range of areas, including media and PR, brand, marketing and the production of materials, ensuring they connect back to our digital offering.
- Develop key messages and lead on creating and maintaining appropriate and consistent language and terminology across all media.
- Act as a 'brand guardian' ensuring consistency across all internal and external communications.
- Report on and analyse all aspects of communications.
- Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice.

Social media
- Ensure the strategic and tactical use of social media to build awareness of Unlock among key audiences and manage our key messaging.
- Support day to day management and implementation of Unlock's communications via social media.
- Develop and optimise digital and social media outputs, including text, images, video and audio to reach wide-ranging target audiences.
- Protect and enhance the organisation's public reputation when speaking on its behalf.
- Manage and expand our social media presence, sourcing and sharing newsworthy information internally and externally.

Publicity and media
- Increase the organisation's profile across media, and with influencers, organisations and other key stakeholders, raising awareness of our work.
- Work with the co-director responsible for media and support policy colleagues in their public relations work with government, parliament and the press, assisting the drafting of draft press releases/comments.
- Assist in any other reasonable duties as required.
Person specification

As this is a new role, below is what we think are essential (E) and desirable (D) to deliver on the main tasks and responsibilities. Shortlisting will be based on the criteria set out below but we’re keen to hear from you if you think you have other relevant skills, abilities and experience that can help us achieve the objectives of this role.

Experience

- Writing for the web and other channels (E)
- Using content management systems such as WordPress or Drupal (D)
- Managing and developing websites (E) and digital products or services (D)
- Managing and developing effective Google AdWords accounts (D)
- Developing a variety of content formats, including blogs, audio and video (D)
- Managing social media accounts (E) for organisations (D)
- Implementing communications plans across print, broadcast, digital and video media (D)

Knowledge

- Digital design principles, including understanding the role of user research and testing in digital and how to make best use of these (D)
- Website accessibility standards (D)
- Understanding of the criminal records disclosure regime (D)

Skills and abilities

- Excellent project management skills (E)
- Accomplished writing, communications and editing skills to create engaging copy for print and digital channels, including website and social media (E)
- Ability to synthesise complex information and adjust writing style to meet the needs of different audiences and channels and summarise complex information in lively, compelling text (E)
- A high degree of accuracy and attention to detail (E)
- Excellent understanding of the role of PR, marketing and branding, with the ability to develop strong and distinctive key messages (D)
- Ability to work remotely as part of a small team with minimal supervision and self-motivated to excel (E)
- Ability to prioritise effectively and to manage a large and varied workload (E)
- Excellent IT skills, including MS Word, Excel, Outlook, internet use and digital communication tools (Slack, Teams, Zoom) (E)
- Ability to use own initiative to develop innovative solutions to problems (E)
- A self-starter with the ability and initiative to take activities forward and continually strive to improve and be successful (E)

Attitudes and values

- Ambitious person that has a passion for making a positive difference and challenging inequality (E)
- Energetic and innovative in approach (E)
- Highly motivated, positive and a can-do attitude to solving practical problems (E)
- Commitment to Unlock’s aims, values and approach (E)
- Willing to work flexibly and develop the role to best meet the needs of a developing charity (E)
Terms of employment

1. **Contract:** Full time, permanent.
2. **Hours:** 37.5 hours. Normal hours are 9am to 5pm but we will consider flexible working requests. Occasional work outside of contracted hours may be necessary.
3. **Location:** Home-based, with visits to the Maidstone office as and when required, with a minimum of 6 per year.
4. **Holidays:** 20 days (with an additional day for each complete year served) + public holidays + 3 days between Christmas and New Year.
5. **Pension:** Automatic enrolment into Unlock's contributory workplace pension scheme into which we contribute 6% of gross pay.
6. **Probationary period:** 6 months.

Unlock is committed to fair recruitment and the inclusion of applicants with criminal records. This position is covered by the Rehabilitation of Offenders Act 1974. For this role, the disclosure of a criminal record is not required. Applicants can make a voluntary disclosure if they wish, either to demonstrate their ability to do the role or to seek support for any ongoing restrictions (for example, exclusion zones, conditions around internet use or contact with the Public Protection Unit). This can take place at interview or offer stage. See our ‘Applicants with a criminal record’ policy for more information.

How to apply

To apply for this role:
1. Download the job application form from [www.unlock.org.uk/2020recruitment](http://www.unlock.org.uk/2020recruitment).
2. Send your completed application along with covering letter (telling us about what you do currently and why you think you are suitable for this role) and an equal opportunities form by email to admin@unlock.org.uk (with the subject line ‘Digital and communications manager vacancy’). As our offices are currently closed due to Covid-19, we are unable to accept postal applications.

We shortlist candidates by matching details on your application against the person specification for the role so please make sure your personal statement in the application form carefully addresses this. We're looking for clear evidence of your experience, skills and knowledge and we're interested in all relevant experience, including beyond paid employment, which might contribute to your ability to do the job.

**Closing date for applications is 10am, Wednesday 8th July 2020.** Shortlisted and unsuccessful applicants will be notified by email by Tuesday 14th July. Due to our limited resources we are unable to provide feedback on unsuccessful applications.

**Interviews are due to take place on Monday 20th July 2020.** We expect this will be via video conferencing but we will review how we approach the interview process nearer the time and will aim to be as flexible as possible.

If you would like an informal discussion about the role before you apply, you can contact Christopher Stacey, co-director, at christopher.stacey@unlock.org.uk to arrange.

If you have any questions about the application form or application process, please call 01622 230705 or email admin@unlock.org.uk.