



Public Law Project

Information Pack

Communications Director



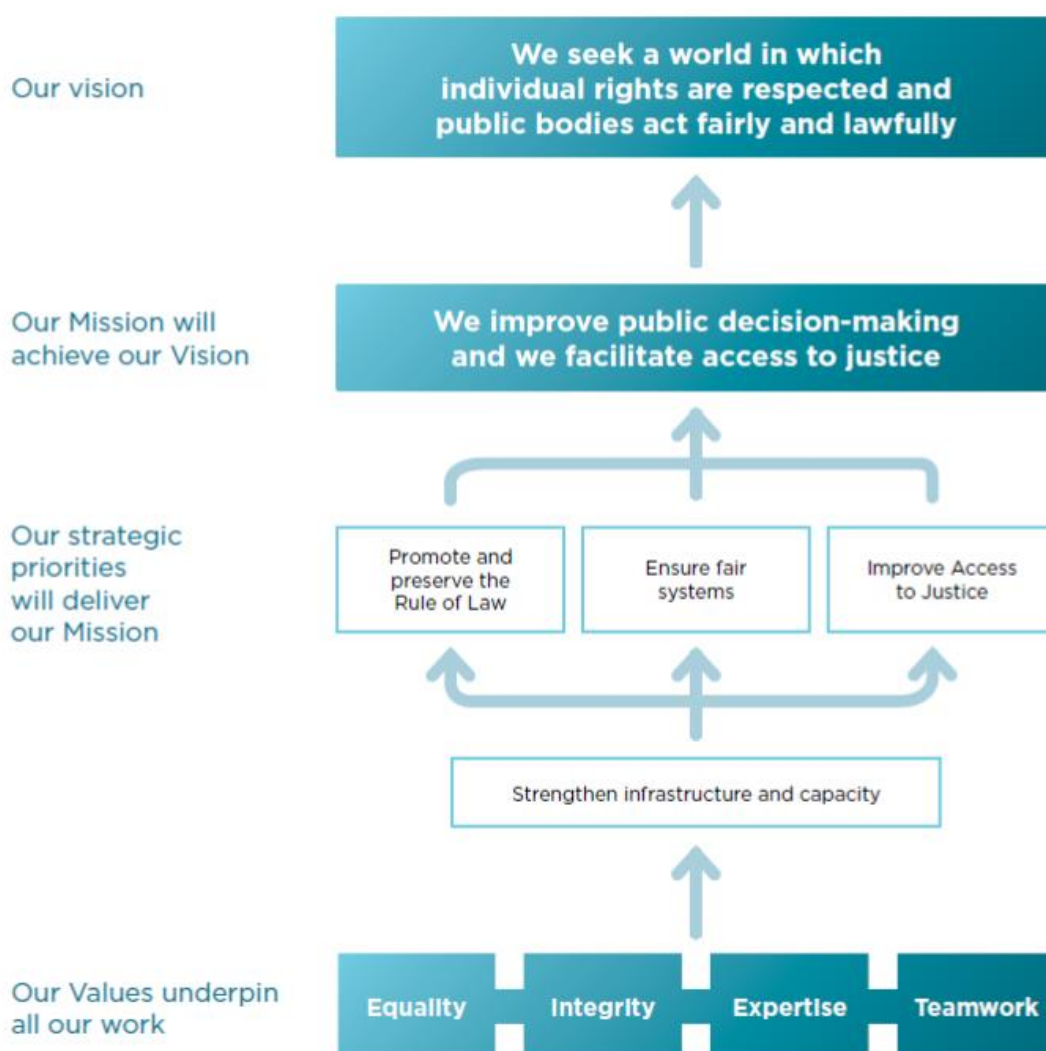
Working with PLP

Public Law Project (PLP) works to ensure people who are disadvantaged and marginalised can hold the state to account. For almost 30 years we have helped civil society, advisers and lawyers use the law to prevent abuses of power and improve access to justice in England and Wales. We employ specialist lawyers who represent individuals, campaign groups and charities, often in high profile, high stakes, public interest litigation. Our researchers work in partnership with the UK's leading academic institutions, and we run a national programme of conferences and training.

PLP is growing. We are expanding our operations and developing our in-house expertise to meet some extraordinary challenges and opportunities; from austerity to Brexit, from benefit sanctions to an unprecedented programme of justice reform.

Can you help us achieve access to justice?

Vision, Mission & Values



Employment information

Job title: Communications Director

Contract term: Permanent

Location: Central London (currently Kings Cross)

Hours: 28-35. Full time (35 hours) envisaged, though applicants wishing to work part time and/or job share are encouraged to apply.

Salary: circa £50,000 per annum, pro rata.

Pension: 10% per annum after one year. Statutory minimum during first year.

Leave: A full time member of staff has 25 ordinary annual leave days each year in addition to bank holidays (usually 8) and additional days during winter office closure (subject to annual approval).

Probation period: 6 months. Benefits may be offered at a reduced level during the probation period.

Payment method: Payment is made by electronic transfer on or shortly before the 15th of each calendar month covering payment for that same calendar month.

Flexible working:

PLP is a family friendly employer. We are open to flexible working arrangements including those that will enable the post-holder to accommodate their care responsibilities.

PLP employees may be required to attend occasional evening meetings. However, PLP recognises that post holders may have other commitments and seeks to be as flexible as possible in this regard. In addition, reasonable notice will be given of such commitments outside normal working hours where possible, and time off in lieu may be taken by arrangement.

These details are provided for information only and do not form part of an employment contract or job offer.

Job Description: Communications Director

Role Purpose

Our new Communications Director will join PLP's Senior Management Team (SMT) and play a key role in the strategic development of the organisation. In particular, they will:

- Develop and deliver an organisational communications strategy to increase PLP's influence, impact, supporter base and income generation
- Develop and direct our strategic communications, media and brand management
- Develop and direct organisational image, tone of voice and reputational management
- Understand PLP's target audiences, and increase and improve our engagement with them
- Provide inspiring and enabling leadership.

Position description: Director of Communications.

Reports to: Director

Works closely with: Director, Senior Management Team and key stakeholders.

Key stakeholders:

- Civil Society and human rights leaders,
- Parliamentarians;
- Justice system users and professionals.
- The media (mainstream and specialist).
- Patrons, funders and supporters.

Primary Duties and Responsibilities

The following are the primary duties and responsibilities of the Communications Director

Strategy and leadership

- Actively contribute to the development and implementation of our strategy as a member of the organisation's Senior Management Team.
- Develop and implement a holistic organisational communications strategy including for brand building, media relations, influencing policy, and raising support for PLP's work.
- Provide communications leadership across the organisation, and model PLP's values.
- Act as an external spokesperson for PLP.

Delivery and management

- Oversee a strategic approach to communications which support the whole organisation, with a clear methodology to evaluate the impact of activities and to apply learning to future communications.
- Establish the policies and practices necessary to support effective and consistent implementation of the communication strategy.
- Oversee organisational messaging across all key platforms, such as website, social media, publications, conferences, events and press work ensuring both that these streams have identified audiences and that they reach those audiences.

- Lead the implementation of campaign, parliamentary and research strategies that deliver changes in policy and practice.
- Lead the implementation of profile and/or awareness raising strategies, to raise support for PLP and generally increase the efficacy of fundraising initiatives.
- Oversee the development and maintenance of stakeholder networks as appropriate to organisational needs; strengthening PLP's links with Parliamentarians, civil society leaders, and corporate supporters/potential supporters.
- Oversee and deliver the recruitment of new "VIP" supporters including new patrons
- Working with the Director and SMT, lead on reputational risk management.
- Ensure publications such as parliamentary briefings, policy analysis and research, are reaching and influencing the right audiences.
- Develop in-house capacity and confidence in media relations, such as press release writing and networking stories.
- Ensure that all communications activities undertaken on behalf of PLP, externally or internally, are in line with the overall aims of the organisation and with policies and procedures.
- Ensure rigorous evaluation of the communications strategy as it develops.

Human Resources Planning and Management

- Provide leadership and line management across a multi-disciplinary team, contributing to the maintenance of a fair and respectful working environment that promotes the well-being of staff.
- Line manage other staff as appropriate.
- As a member of the PLP Management Team, actively participate in its discussions and decisions.
- Attend staff and Board meetings, when necessary.

Financial Management

- Ensure the organisation is appropriately resourced to undertake effective communications work, feeding into the development of departmental plans and fundraising applications, or leading such applications as appropriate.
- Manage the organisational communications budget.
- As a member of the Senior Management Team, monitor the organisation's financial strategy to support its developmental, strategic and business plans and ensure its implementation.

General

- Undertake other tasks appropriate to role as requested by the Director or the Board

Person Specification: Communications Director

Knowledge, skills and competencies	Essential	Desirable
Outstanding oral and written communication skills	✓	
Proven track record of devising and implementing communications strategies for multiple stakeholder groups.	✓	
Ability to distil key messages to reach new or different audiences.	✓	
Understanding of key tools for communications across mainstream media, the web/digital, print, events etc.	✓	
Ability to conceive, plan, deliver and evaluate the success of a communications project	✓	
Proven ability to develop a network of people committed to achieving the same goals	✓	
Understanding of the legal system in the UK		✓
Understanding of public law and strategic litigation		✓
Understanding of parliamentary process and public policy	✓	
Ability to manage strategy in a fast-moving environment	✓	
Understanding of monitoring and evaluation with regard to influencing and public affairs		✓
General awareness of current social and legal issues	✓	
Experience of public affairs and influencing decision makers		✓
Experience of fundraising and income generation		✓
Ability to develop public affairs and influencing	✓	
Experience as a member of a Senior Management Team, or equivalent.		✓
Ability to provide clear and positive line management to other members of PLP staff	✓	

Personal qualities, commitment and values	Essential	Desirable
Commitment to PLP's core values of equality, integrity, expertise and teamwork	✓	
Ability to innovate, bringing inventive problem solving to the role	✓	
Ability to provide support, motivation and leadership to colleagues	✓	
Excellent collaborative skills, building partnerships internally and externally	✓	
Excellent interpersonal skills, showing awareness of own emotions and the effect you have on whilst in a leadership role	✓	
Ability to work well under pressure whilst helping ensure your own well-being and that of others	✓	

Application process

PLP is an equal opportunities employer. We welcome applications from individuals regardless of age, disability, gender, marital status, pregnancy/maternity, race, religion and belief, sex or sexual orientation.

Candidates may ask for clarification of elements of the person specification and/or the application process, and may discuss any issues that might impact on how they would be able to undertake the work. PLP will not discuss issues that may give any candidate information that would give them an advantage in their application.

To apply please complete the application form which accompanies this information pack and send it to hr@publiclawproject.org.uk.

The deadline for applications is 11:59pm Sunday 13 January 2019.

A recruitment panel will be nominated for each vacancy. The recruitment panel will use the completed application form to assess each candidate's ability to meet the essential requirements of the job as set out in the person specification using a scoring system. The highest scoring applicants will be interviewed.

Interviews will be held in the week beginning 21 January 2019.

Further information about the interview process will be provided to successful applicants. Interviews will usually consist of at least one practical test of your abilities relating to the role and a standard interview with a panel of at least two people. Please let us know in advance of your interview if you have a disability which may interfere with your ability to take part in a test and PLP will make reasonable adjustments to ensure the process is fair to all applicants.

Interview questions will be decided in advance based on their relevance to the job description and person specification and scored separately by interviewers. A score sheet will be set in advance, interviewers may only use information from the application form, the interview and any other assessment methods to inform their score.

Applicants who have a disability should note that our current building is located over four floors and regrettably has no lift facilities. If you have a disability which you think may interfere with your ability to do the job as described, please let us know and PLP will make reasonable adjustments both at interview and on appointment.

PLP keeps assessment records/notes for all applicants, whether shortlisted or not, for 12 months. They are stored securely and then destroyed securely after the above period.

All short-listed candidates shall be notified of their selection decision and can obtain feedback from the assessment if they request it. All such requests are dealt with by the Practice Manager who may pass them on to the relevant person if applicable.

Equality statement of intent

As an employer, PLP will treat all employees and job applicants equally and fairly and will not unlawfully discriminate against them. This also applies to volunteers, interns and anyone undertaking work experience with PLP. Our commitment to equal treatment extends to arrangements for recruitment and selection, terms and conditions of employment, access to training opportunities, access to promotion and transfers, grievance and disciplinary procedures, demotions, selection for redundancies, dress code, references, work allocation and any other employment related activities. Specifically, PLP will endeavour to ensure that:

- I. Whenever practical, we will recruit and maintain a workforce which broadly reflects the diversity of the community in which we operate and serve. We will ensure that the style and content of our job adverts and recruitment materials convey this commitment, and always includes the statement that "The Public Law Project is an equal opportunity employer".
- II. Subject to cost, we will ensure that job opportunities are advertised widely and to diverse audiences. Where appropriate, PLP will take positive action measures to attract applications from all sections of society and especially from those groups which are under-represented in our workforce.
- III. We treat all job applicants equally and fairly and do not unlawfully discriminate against them. We do this by ensuring that we operate an open and fair recruitment process, and making decisions using selection criteria which do not discriminate.
- IV. We will take every possible step to ensure that employees and volunteers are treated fairly, with the aim of creating a culture that respects and values each others' differences, that is free of discrimination and promotes dignity, equality and diversity, and that encourages individuals to develop and maximise their true potential.
- V. We recognise our continuing responsibility to develop the potential of all employees, removing any barriers, bias or discrimination that prevents progression or full contribution to the organisation's performance. We will ensure that selection for promotion, training or other benefit is free from discrimination of any kind and is based on the employee's experience and abilities and the needs of the job.
- VI. We will make clear to all employees, volunteers and trustees that anyone who works for PLP in any capacity is entitled to be treated with dignity and respect, and that unlawful discrimination, intimidation, harassment and victimisation are disciplinary offences which will not be tolerated by the organisation and may lead to disciplinary action. We will provide clear and accessible procedures allowing allegations of such conduct to be promptly and sensitively investigated.
- VII. We will provide flexibility to employees in relation to work requirements that may significantly impact on their personal needs and responsibilities and we will seek, as far as possible, to foster a culture that ensures an appropriate work – life balance. We also aim to be aware of days of cultural or religious significance that employees may wish to observe in an appropriate manner.

Privacy notice

When you apply for a job with PLP we will need to collect information about you including your employment history and contact details so that we can assess your suitability for the role and inform you about the progress of your application.

Your records will be kept securely whilst we consider your application. If your application is unsuccessful, we will keep your data until 6 months after the decision was made. If successful your recruitment information will be kept for 6 years after your last day working with us.

If you opt to provide equal opportunity data to PLP this will be anonymised and retained only as long as is necessary to record the recruitment decision against the anonymised data and no longer than six months.

We do not share recruitment information with third parties.