



Public Law Project

Information Pack:

Communications Officer



Advert

Public Law Project (PLP) is looking for a Communications Officer to help increase our reach, influence, and impact. Is this you? If so, you will be working with teams right across the organisation to produce content and manage our social and digital channels (including our website and newsletters). You will also manage the design and production of publications and support the development of our visual branding.

Part of the role is to evaluate and monitor the impact of communications across all our platforms and channels, and to support continuous improvement. This will require confidence across the software appropriate to this. Basic design skills and knowledge of some Adobe software will be a plus.

You will have excellent communications skills and you will have the ability to distil complex ideas into compelling, relatable content that is accurate and visually well presented with a keen eye for detail.

PLP wants to work with the best possible person for this role. To achieve that goal, we can be flexible. Whilst this post is conceived as a full-time post, part-time hours will also be considered.

What is PLP

Public Law Project (PLP) works to ensure that 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 legal aid to benefit sanctions, from constitutional reform to the use of algorithms in Government decision-making.

Vision, Mission & Values

Our vision

Our vision is a world where state decision-making is fair and lawful and each person has the power to hold public bodies to account.

Our mission

We hold power to account

We improve state decision-making

We empower people to get justice

Our values

Equality

Integrity

Expertise

Teamwork

Employment information

Job title: Communications Officer

Contract term: Permanent

Location: Central London (EC1V). Some remote working may be possible

Hours: Full time (35 hours per week). Part time applications will be considered for the right candidate.

Salary: £25,000.00 per annum

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).

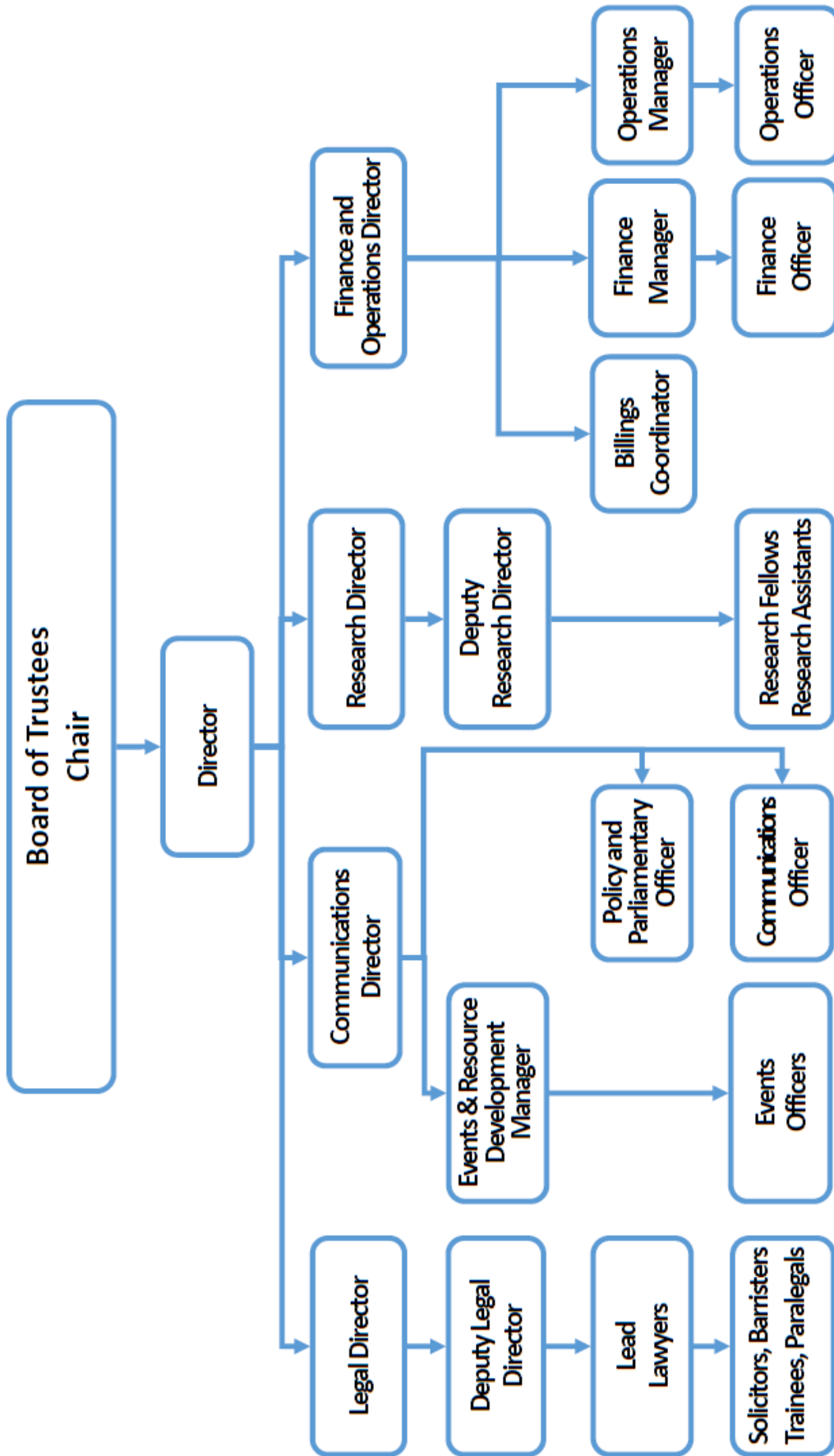
Probation period: 6 months. Benefits may be offered at a reduced level during the probation period.

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 Officer

The holder of this new post will support the work of the Communications team by working collaboratively across the organisation to produce content and manage PLP's social media and digital channels, including our website and internal and external newsletters. The post holder will also manage the design and production of publications and support the maintenance of brand standards and visual consistency across our work.

The Communications Officer will support the monitoring and evaluation of our communications across all of our digital platforms and contribute to their continuous improvement.

The role is line managed by the Communications Director.

Primary Duties and Responsibilities

The following is an illustrative but not exclusive list of the primary duties and responsibilities of the role:

Social Media

- Work with the Communications Director and Events and Resources Development Manager to schedule, produce and manage content on PLP's social media channels
- Provide marketing support as required
- Monitor PLP's social media channels, engage with audiences and escalate crises and issues as appropriate
- Work with colleagues across all divisions and focus areas to maximise the quality, reach and volume of our content and its impact with target audiences
- Use Adobe multimedia tools to create compelling and engaging content and support commissioning of external production where required, and
- Support the evaluation of PLP's social media channels (including specific campaigns and projects) and contribute to continuous improvement.

Digital

- Use SEO to improve the reach and accessibility of our online content
- Produce web copy that is optimised for audience and purpose
- With the support of the Communications Director, manage the production of PLP's external monthly newsletter, including writing copy, distributing, and evaluating analytics of campaigns to measure effectiveness and support improvements
- Provide communications and marketing support to promote PLP's programme of events, including conferences, training, and fundraising events
- Produce PLP's internal newsletter
- Help PLP achieve download targets and monitor website use through analytics
- Undertake day-to-day website updates and liaise with external web design company to fix tech issues if arising

Media

- Develop and maintain a media contact database

- Support the Communications Director in identifying and pitching stories, and assist with press releases where required.

Branding and publications

- Support the Communications Director in maintaining brand standards and visual consistency across our work
- Manage the design and print production of publications and guides and support communications plans to promote them
- Proof papers, briefings and guides for publication

Other

- Support and develop the team's administration, planning, evaluation and reporting processes

Person Specification: Communications Officer

Knowledge, skills and competencies	Essential	Desirable
Experience of working in a similar role, or equivalent	✓	
Ability to write for a range of digital channels, adapting language to specific and varied audiences and purposes.	✓	
Excellent communication skills (verbal and written)	✓	
Experience of communicating across a range of social media platforms	✓	
Experience of managing a range of social media platforms		✓
Ability to translate complex ideas and issues into relatable, compelling copy with a high level of accuracy and precision	✓	
Experience of producing engaging social media content making use of multimedia	✓	
Ability to use Campaign Monitor, Mailchimp or equivalent to design and evaluate email campaigns	✓	
A good eye for layout and proof reading	✓	
Basic design skills	✓	
Able to use Indesign and other Adobe software or evidence of being able to learn quickly	✓	
Experience of using Hootsuite or similar social media monitoring and management platforms		✓
Knowledge of how to use SEO		✓
Basic numeracy	✓	
Basic understanding of how to use Excel		✓
Understanding of how to monitor impact and reach of communications		✓
Experience of using social media and communications to promote publications and reports		✓
Knowledge of the UK NGO and charity sector, especially those charities involved in helping marginalised communities in the UK		✓
Knowledge of human rights, advice services, legal services		✓
Knowledge of communications strategy in an organisation		✓

Experience of updating a website		✓
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Personal qualities, commitment and values	Essential	Desirable
Understanding of, and commitment to, the aims and values of the Public Law Project	✓	
Sound judgement in dealing with challenging social media situations and interactions	✓	
Commitment to working collaboratively and supportively with other teams and to negotiating competing priorities	✓	
Ability to learn new software packages	✓	
Attention to detail and a desire to maintain high and consistent standards of communications	✓	
Attitude conducive to working in a small, charitable organisation including the willingness to take on a wide range of tasks	✓	
Enthusiasm for personal and organisational development and an interest in developing own skills and contributing positively to organisational learning	✓	
Right to work in the UK	✓	
Ability to self-direct and self-motivate, taking ownership of responsibilities and using discretion to act independently without close supervision whilst informing, consulting and reporting to key staff as appropriate	✓	

Application process

PLP is an equal opportunities and Disability Confident Employer. We value diversity, we have a diverse team particularly among women and the LGBT+ community, and, we acknowledge that we currently have an underrepresentation from Black, Asian and Minority Ethnic people compared to our beneficiaries and within the London-charity sector. We are continuously taking actions to improve the diversity of our team. We welcome all applicants and are actively encouraging applicants particularly from Black, Asian and minority ethnic people and disabled people.

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, 9 May 2021.

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 take place on or soon after 26 & 27 May 2021.

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.

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.