



Public  
Law  
Project

# Information pack Communications and Engagement Director

November 2024





At Public Law Project (PLP), we ensure that public law principles, including the rule of law and human rights, are protected and advanced, with the experiences of those most marginalised in society in mind.

PLP plays a leading role fighting some of the most egregious public law violations of our day. We have worked on issues including the prorogation, the Rwanda policy, the attempt to go back on the promises made to the Windrush generation, and the near total collapse of legal aid, and so much more. Yet you may never have heard of us. We are looking for a Communications and Engagement Director to help us change that.

With a new government in place, this is an exciting time to raise the profile of PLP and our mission. We are developing a new strategy which we expect to crystallise our role countering the rise of the far right, advancing public law into new areas such as preventing Government misuse of AI, and continuing to stand with the most marginalised in society. Your role will be critical in ensuring our voice has impact and we have the resources to implement our strategy.

You will develop and oversee a new organisational communications plan, focusing on brand-building, and media outreach. Reporting to the CEO directly, you will be a key member of the Senior Leadership Team and work closely with the Board and other stakeholders to enhance PLP's impact and reputation, as well as guide and implement our strategy.

Leading the Communications and Engagement team, you will direct all external communications, provide thought leadership for PLP events, oversee grant fundraising efforts and relaunch fundraising from philanthropic individuals. You will be an excellent manager providing empowering leadership for members of your team and maintaining an inclusive work culture that promotes staff wellbeing. You will also be great at working with other departments including our casework, research and policy teams.

This is a permanent position, open to full time and part time applications of at least four days per week. PLP offers flexible working from day one, a wide-ranging wellbeing programme, 25 days annual leave (plus festive period closure), and 10% employer pension after 12 months.

PLP is an equal opportunity and Disability Confident Employer, and we place a high value on diversity. We are proud of our strong diversity right across the organisation and at all levels of seniority. We have significant numbers of staff who come from underprivileged or minoritised backgrounds (including people of colour, women, LGBTQ+ people, disabled people, and people from lower socio-economic backgrounds). The majority of our staff and trustees have lived experience that relates to our work. Whether you are part of all or none of these groups, you will be welcomed at PLP.

As part of our commitment to recruit fairly we use anonymised-selection processes until interview, make an additional interview available for the highest-scoring candidates from under-represented communities, and use 'tie-breaker' provisions at all stages of our selection process.



## About Public Law Project

We believe that the state is capable of enormous good. It can provide education, healthcare, infrastructure, and much more. Nonetheless, its power must be wielded with utmost care. The principles of public law – which essentially control what a state can and cannot lawfully do – ensure that the state achieves its potential and provide people with the ability to hold it to account where it falls short.

PLP is a multi-award winning, national legal charity, founded over 30 years ago. We ensure the state uses its power well by protecting and advancing the principles of public law, including human rights and the rule of law. In doing so, we believe that by focussing on the experience of those most vulnerable to state power, we strengthen all of society.

Our five strategic priorities are: (1) strengthening the constitution; (2) advocating for the fair and transparent use of new technologies, including AI, by the state; (3) ensuring that our immigration system is fair and humane; (4) safeguarding the welfare system so people are supported at their most economically vulnerable; and (5) protecting legal aid so that everyone can access justice.

We have fewer than 30 members of staff and punch far above our weight. Our specialist teams are: casework, research, influencing, events and training, finance and operations.

## Vision, Mission & Values

**Our vision**

A world in which the state acts fairly and lawfully

**Our vision** is achieved by our **mission**

- We improve public decision-making
- We empower people to understand and apply the law
- We increase access to justice

**Our values** underpin all our work

- Equality
- Integrity
- Expertise
- Teamwork



## Employment information

**Job title:** Communications and Engagement Director

**Contract term:** Permanent

**Location:** Central London (EC1V). Homeworking within flexible working policies.

**Hours:** Full-time or Part-time (minimum 4 days/week)

**Salary:** £65,000 per annum pro rata

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

**Leave:** A full-time member of staff has 33 days (6.6 weeks, 231 hours) of annual leave allowance, inclusive of bank holidays, and additional days during winter office closure (subject to annual approval).

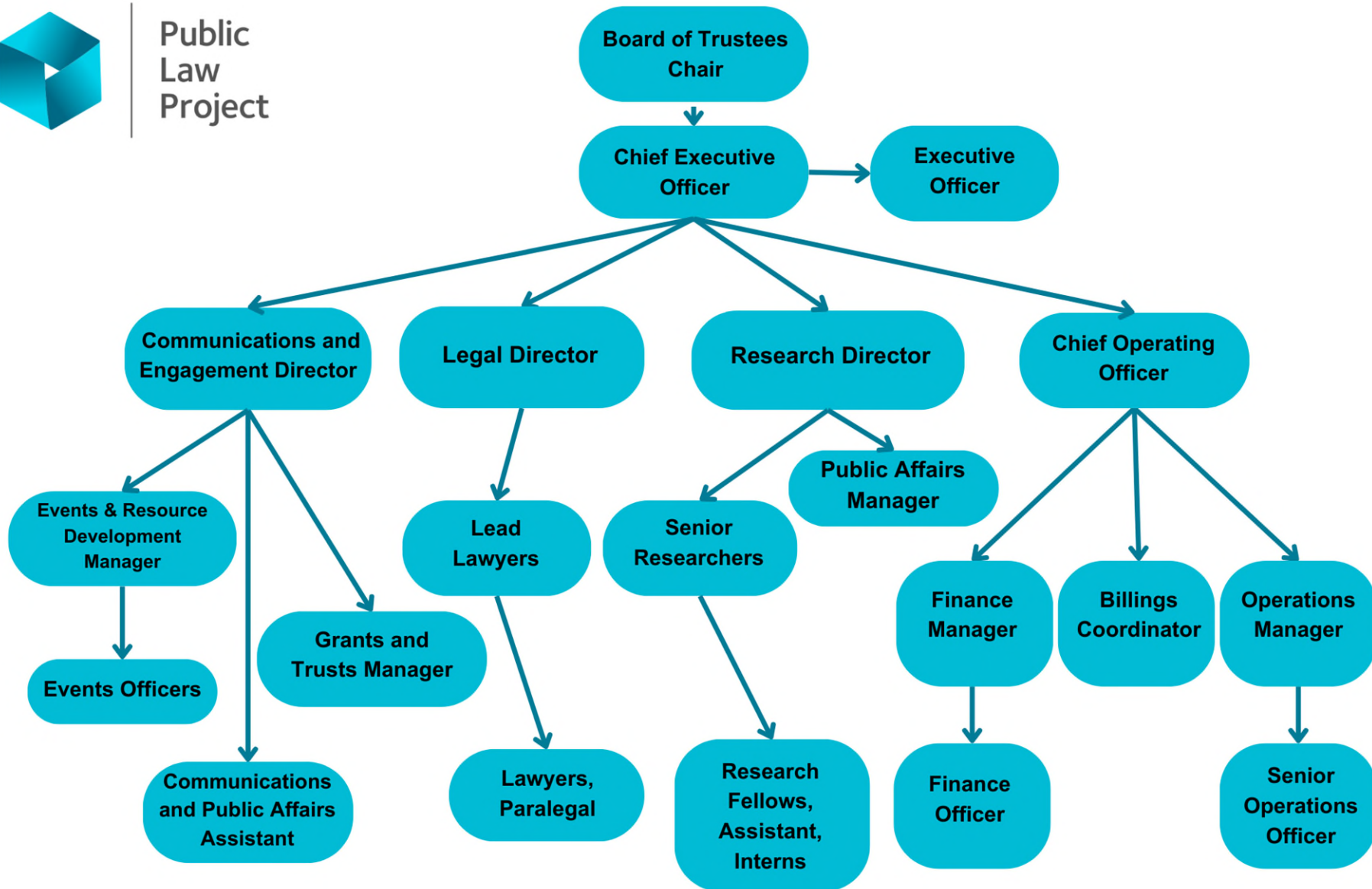
**Probation period:** 6 months.

**Payment method:** Payment is made by electronic transfer on or shortly before the 15<sup>th</sup> 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 from day one 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:

The Director of Communications and Engagement is a senior leader within PLP, responsible for driving our strategic communications, events, and fundraising functions to maximise our influence, supporter engagement, and income. As a key member of the Senior Leadership Team (SLT), this role collaborates closely with the CEO, SLT members, Board, and other key stakeholders to enhance PLP's impact and reputation.

The department, comprised of communications, events, and fundraising, plays a key role in the delivery of the PLP's strategy. In particular, they will:

- Shape and lead PLP's communications strategy, brand image, and media presence.
- Engage and grow PLP's supporter base and income sources.
- Provide empowering leadership across communications, events, and fundraising teams

**Reports to:** CEO

**Works closely with:** CEO, COO and SLT; Events and Resource Development Manager, Communications and Public Affairs Assistant; Priority Area Steering Group Leads; Trustees.

**Key external stakeholders:**

- Civil Society Organisations within the legal and human rights sectors.
- Media (mainstream and specialist).
- Patrons, funders and supporters.



## Primary Duties and Responsibilities

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

### Strategy and Leadership

- Work with the CEO and Board as a senior leader to guide and implement PLP's strategy.
- Ensure that the communications, fundraising, and events teams work in partnership with other departments and contribute to a collaborative culture.
- Develop and oversee an organisational communications plan, focusing on brand-building, and media outreach.
- Act as a spokesperson for PLP, ensuring our voice is clear and impactful across all channels.
- Review and evaluate progress towards strategic goals, contributing to future planning.
- Actively participate in SLT discussions and decisions, staff meetings, and away days.
- Prepare Board reports, participate and contribute to Board meetings and work with trustees as appropriate.

### People and Management

- Provide empowering and emotionally aware leadership and line management across a multi-disciplinary team,
- Maintain an inclusive, fair and respectful working environment that promotes staff well-being and development.
- Provide effective management to key members of the communications and engagement team, ensuring their work is of a high standard, targets are met and promoting wellbeing.

### Communications

- Direct all external communications, ensuring consistent and effective messaging on platforms like our website, social media, publications, and events.
- Oversee publication and distribution of press releases to engage and influence stakeholders.
- Build media relations and oversee strategic engagement with mainstream and specialist media to raise PLP's profile.
- Support in-house communication skills development, enabling staff to engage confidently with media and public platforms.
- Lead PLP's reputation management efforts, ensuring organisational integrity and influence.

### Fundraising and Income Generation

- Oversee grant fundraising efforts and contribute to and review applications and reports.
- Develop philanthropic fundraising strategies focussed on mid-value and major donors.
- Oversee the development of corporate giving, including in-kind donations.

### Events and Community Engagement

- Provide oversight and guidance to the events team, ensuring alignment with PLP's mission and goals.
- Provide thought leadership and high-level support for the delivery of PLP's events.



- Build and maintain key stakeholder networks and communities.

### **Financial and Resource Management**

- Manage departmental and communications team budgets.
- Collaborate on the development of the organisational budget for 2024/25.

### **Additional Expectations**

- Participate in staff, SLT, and Board meetings, contributing to organisational decision-making.
- Support internal training and capacity-building to enhance PLP's organisational expertise.
- Undertake other duties as requested by CEO and Board to support PLP's mission and vision.





Person Specification:

<b>Knowledge, skills and competencies</b>	<b>Essential</b>	<b>Desirable</b>
Ability to contribute to the longer-term strategic direction of PLP, and to lead and develop a communications and engagement strategy in partnership with other teams.	✓	
Ability to contribute as a member of the senior team to the collective leadership of PLP and to the strategic direction of the organisation.	✓	
Ability to provide clear and positive line management to other members of PLP staff.	✓	
Working knowledge of the voluntary giving sector.	✓	
Ability to drive fundraising forward and implement new income generation strategies.	✓	
Ability to oversee, support and ensure donor identification, cultivation, solicitation and stewardship of donors is well managed.	✓	
Ability to oversee, support and ensure grant prospecting, applications, reporting and stewardship is well managed.	✓	
Good understanding of ethical giving practices and the Code of Fundraising Practices.	✓	
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.	✓	
Devising and implementing communications strategies for multiple stakeholder groups.	✓	
Ability to distil key messages to reach new or different audiences.	✓	
Proven ability to develop a network of people committed to achieving the same goals.	✓	
Outstanding oral and written communication skills.	✓	



General awareness of current social and legal issues.	✓	
Understanding of the legal system in the UK.		✓
Understanding of public law and strategic litigation.		✓
Right to work in the UK.	✓	



<b>Personal qualities, commitment and values</b>	<b>Essential</b>	<b>Desirable</b>
Understanding of and commitment to the aims, objectives and values of PLP.	✓	
Resilience to take appropriate risks and accept unsuccessful asks with good grace whilst maintaining self-motivation.	✓	
Commitment to cultivating equality, belonging and inclusion under your leadership.	✓	
High levels of integrity as shown through authenticity, trustworthiness, sharing credit for achievements and taking responsibility for missteps.	✓	
Excellent collaborative skills, building partnerships internally and externally and putting a high value on collegiate working.	✓	
Excellent interpersonal skills, showing awareness of your own emotions, and the effect you have on others whilst in a senior leadership role.	✓	
Ability to work well under pressure and manage a diverse workload effectively whilst helping ensure your own wellbeing and that of others.	✓	
Attitude conducive to working in a charitable organisation, including the willingness to be self-servicing and use charitable resources as appropriate.	✓	
Willingness and ability to travel to other parts of the country, occasionally staying overnight or attend evening meetings.		✓



## Application process

PLP is an equal opportunities employer and Disability Confident Employer. We welcome applications from individuals regardless of age, disability, gender, gender identity, 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](mailto:hr@publiclawproject.org.uk)

**The deadline for applications is 1 December 2024 by 23:59.**

***PLP reserves the right to extend the application deadline in the event that we do not receive a sufficient number of applications by the stated closing date.***

A recruitment panel will be nominated for the 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.

**First round of interviews will be held on 18 and 19 December 2024.**

**Second round of interviews will be held on 2 January 2025.**

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 and require reasonable adjustments for the interview and/or assessment process to ensure the process is fair and equitable 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.

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 HR 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 other's 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.