



**SURVIVING
ECONOMIC
A B U S E**

Head of Advocacy and Communications recruitment pack

Head of Advocacy and Communications

Are you passionate about realising women's economic rights? Are you an experienced senior leader with a strong track record of influencing? Are you a great communicator able to adapt messages to different audiences? Do you recognise the importance of survivor voice? Do you have extensive contacts and reach? Are you inspiring and solutions focused?

If so, we'd love to hear from you! We particularly encourage applications from individuals from communities that are under-represented within SEA.

About SEA & why we are needed

At Surviving Economic Abuse (SEA) we deal with one of society's biggest issues. One in six women reports that a former or current partner has controlled or is controlling their economic resources – money and the things it can buy such as food, clothing, transportation, and housing.



Through economic control, abusers limit women's freedoms, they steal their futures, and, in far too many cases, they take their lives. Yet too few people are aware of economic abuse – even those who experience it.

We are the only UK charity dedicated to raising awareness of economic abuse and transforming responses to it. The speed and scale of our growth since 2017 is evidence of how much we are needed. We may be young, but we are already creating big waves.

Our successes so far

- Calling for economic abuse to be named and defined within the Domestic Abuse Act (2021)
- Securing an amendment to the Domestic Abuse Act (2021) making post-separation abuse – including economic abuse – a criminal offence.



I pay special tribute to Surviving Economic Abuse, which has campaigned on the issue of post-separation economic abuse with such determination and skill, in response to concerns raised by victims and survivors.

Baroness Lister, House of Lords



- Working alongside our partner Money Advice Plus to advise the scriptwriters of Coronation Street on a coerced debt storyline, bringing economic abuse to the attention of over 5 million viewers.
- Lending our research to an HSBC awareness-raising campaign about economic abuse, bringing the issue into the mainstream.



I've seen these posters and was thrilled to see such impactful messaging. Raising awareness AND offering immediate solutions – bravo!

Member of the public via Twitter



SEA's approach

Our work is led by victim-survivors of economic abuse (Experts by Experience). Their lived experience and knowledge shapes everything we do. We are always learning, and we share our expertise via a national working group and an international network of practitioners, researchers, and policymakers. Partnership working has also been crucial to SEA's growth.

SEA's new strategy 'Making Waves' (2022-25) sets out what we intend to achieve in the next three years across four strategic priorities.

1. Public understanding and behaviour change



2. Professional response and systems change



3. Legal, regulation and public policy change



4. Survivors, partnerships, evidence, and equality



These priorities are linked via a continuum of advocacy approach which seeks to extend women's space for economic action at every level of our work:

- Empowering individual women to recognise and name their experience of economic abuse, know that help is available and have access to information and resources to support their economic safety.
- Building the capacity of professionals within frontline organisations to recognise economic abuse, advocate effectively for economic safety and address the systems issues (within organisations and at sector/industry level) that facilitate ongoing control by an abuser.
- Ensuring that an understanding of economic abuse is reflected within national legislation, regulation, and policy.

Purpose

Our advocacy and communications work supports the delivery of our strategy priorities through:

- Transforming public understanding of economic abuse.
- Challenging the key social norms that underpin economic abuse.
- Equipping victim-survivors and the professionals who support them with the information and resources they need to access help and support.
- Ensuring that individuals and organisations with the ability to act and transform responses to economic abuse understand the role they can play in doing this and are urged to do so.

The long-term aim of this work is to:

- Expand victim-survivor's space for economic action; and
- Close down abusers' control and hold them accountable for their behaviour.



92%

of team members say they are very happy/happy working at SEA.

Head of team responsibilities

As Head of Advocacy and Communications, you will hold overall responsibility for:

- SEA's strategic communications work, information dissemination, and engagement with internal and external stakeholders.
- SEA's advocacy function, working closely with the Specialist Team to support the development of information and resources for victim-survivors as well as the professionals who support them. You will ensure that their work with the VAWG sector and the financial services industry is coordinated with the national level policy influencing work of your team (see below).

You will be an exceptional individual who can create a cross-audience, multi-channel and multi-purpose strategy which delivers on our organisational priorities. Importantly, you will ensure that Experts by Experience (including those from marginalised groups) are at the heart of everything we do.

Transform public understanding on economic abuse

- Position SEA as the 'go-to' charity on economic abuse
- Oversee brand presence and consistency across internal and external communications and digital products
- Create and evolve a compelling narrative that brings to life SEA's strategic mission, goals, and achievements

Challenge social norms that underpin economic abuse

- Draw on an understanding of the key social norms that underpin economic abuse and integrate these across SEA's messaging
- Work to develop specific behaviour-change campaigns

Equip victim-survivors/professionals with information and resources

- Position SEA as a trusted source of information for victim-survivors
- Promote SEA's website, resources and content on public channels, significantly amplifying the charity's reach
- Develop trusted channels of communication with victim-survivors and professionals

Ensure that individuals and organisations with the ability to act and transform responses to economic abuse understand the role they can play in doing this.

- Work with relevant colleagues and through a range of mechanisms (website, social media, press work etc.), to engage internal and external stakeholders so that they understand the role they can play in transforming responses to economic abuse.
- Develop an engagement strategy that includes, but is not limited to team members; trustees, SEA ambassadors and advisors; members of the Experts by Experience Group; the general public; victim-survivors; funders and other supporters; digital; partner and non-partner organisations in the women's sector and within the financial services sector; parliamentarians; and policy makers in local and national government.



Working remotely and developing relationships on the computer felt the same as in real life. I feel like a better woman having worked at SEA, the sky is the limit!

Former SEA team member



Transform legal and public policy responses to economic abuse

- Lead the policy influencing function to develop policy positions on both a proactive and reactive basis, creating effective influencing strategies, and producing well-argued briefings, reports, and other materials.
- Oversee SEA's political engagement with key stakeholders across the policy and political arena.
- Lead on intelligence gathering to ensure that the team and Trustees understand policy developments, political thinking, and government funding streams and can factor these into SEA's strategic and tactical decision-making.

Team well-being

- Ensure all operational plans and management practices support the team to take care of their wellbeing – including, but not limited to, mental, physical and economic health.
- Empower and support team members to grow and take ownership of their work, celebrating their success and uniting them behind SEA's mission.

Senior Leadership Team (SLT) responsibilities

SEA's Senior Leadership Team (SLT) members are responsible for the delivery of SEA's three-year strategy. As a member of this team, you will:

Leadership

- Inspire and motivate SEA team members through inspirational and trust-building leadership
- Role model and champion SEA's values and behaviours in all your work

Strategy and operational planning

- Ensure that advocacy and communications work is integrated and aligned with the change goals outlined in SEA's three-year strategy
- Lead annual operational planning and decision-making for advocacy and communications work, including budgets and KPI reporting
- Contribute to the quarterly CEO report to Trustees and attend relevant Trustee Committee or Board Meetings as requested
- Attend and contribute to twice monthly SLT meetings which involve – identifying, reviewing, and mitigating operational and organisational risks; reviewing and acting upon financial and management information; reviewing partnerships and managing relationships etc.
- Support and/or lead on cross-organisational initiatives as appropriate



Apply to work for SEA at a time when we have never been more needed.
Key issues for us in FY22-23 include the cost-of-living crisis, the new
Consumer Duty and the Victim's Bill.



The role

Job Title: Head of Advocacy and Communications

Reporting to: CEO

Responsible for: Media and Communications Manager, Information and Content Manager, Legal and Policy Manager (VAWG) and Policy and Public Affairs Manager (Financial Services)

Location: Home-based

Salary: £45,000 per annum

Contract: Full-time (37.5 hours). 12 months fixed-term contract (with a view to extend)

Key skills and experience required

To apply for this position, you should be able to demonstrate the following attributes, skills, and experience:

Essential attributes

- A feminist perspective on how sex, race, disability, sexual orientation, and other intersecting protected characteristics may impact people's lives.
- A demonstrable interest in economic abuse.
- An understanding of the voluntary sector and how it works.
- Reflect SEA's feminist values and survivor-centred approach in practice, for example SEA's new Women's Services, Single-sex exemptions, and Trans-Responsiveness policy

Essential skills

- Proactive, strategic thinker with sound judgement, diplomacy, and ethics.
- Strong leadership and matrix management abilities.
- Ability to liaise and work with senior colleagues, Trustees, team members and Experts by Experience.
- Strong interpersonal skills and ability to engage and influence a range of stakeholders.
- Excellent written communication skills, with the ability to write well and concisely to tight deadlines.
- Ability to work on own initiative.

Essential experience

- Experience of working in a similar role, with a background in advocacy and strategic communications at a senior level.
- Demonstrable experience in developing and leading cross-organisational influencing strategies.
- Experience in leading a team/function and managing budgets.
- Strong understanding of how race shapes experience and responses to domestic abuse
- Experience of how advocacy or campaigning leads to impacts for black and minoritised women
- Experience of working in or closely with by-and-for organisations
- Experience in communication strategy for groups underrepresented in services

Additional information

- This role is home-based. A laptop and telephone are provided, and travel expenses are covered.
- The team meets monthly, virtually and in person in London & York.
- Reasonable adjustments will be made if appointed to the role.



Celebratory, positive working environment, open to change and suggestions – we share knowledge and improve things. We are focused on the main goal of helping survivors – and everyone's contributions are valued

SEA team member



Working for SEA

At SEA, we live our values. We are a friendly, thoughtful, and caring team. We celebrate each other and our achievements and there is a real sense of connectedness, even though we work remotely.

SEA adopts a strengths-based approach to objective setting and appraisals, and we invest in individuals and teams. We have recently been through an external audit to help us develop an inclusion plan which includes working toward implementing the violence against women and girls' sector anti-racism charter – putting an end to unequal partnerships where unhealthy power dynamics systematically disadvantage Black and minoritised women's organisations and Black and minoritised women working in the VAWG sector.

SEA is supported by advisors and ambassadors who lend their expertise and connections to our work. We are governed by a supportive Board of Trustees.

SEA is a feminist organisation and applies an intersectional approach to our work. We are committed to promoting a diverse and inclusive team which reflects the communities we support. Our culture celebrates diverse voices, and we particularly encourage applications from individuals from communities that are under-represented within SEA

Our values

We welcome applications from people who share & demonstrate commitment to our values.



What we offer:

- Flexible working hours
- Working from home
- Monthly all-team meetings – virtual and face-to-face
- 25 days annual leave
- 5 days wellbeing leave
- Pension contribution
- Reflective practice – as a team and individually as needed
- Employee Assistance Scheme

[Hear more about SEA from our CEO here](#)

To apply:

[Click here to complete your application](#)

[Click here to complete your EDI form](#)

- Deadline for applications: Tuesday 3rd January 2023
- Interviews: mid-January in Central London (interview arrangements accessible to those who have a disability)
- For an informal discussion about the role, please contact Amy Brooker, Executive Assistant: amy.brooker@survivingeconomicabuse.org

Due to the nature of our work and this role, appointment will be subject to satisfactory Disclosure and Barring Service (DBS) check and references.



Surviving Economic Abuse (SEA) is the only UK charity dedicated to raising awareness of economic abuse and transforming responses to it. We work day in, day out to ensure that women are supported not only to survive, but also to thrive.

Get involved

If you would like to get involved in our work:

Follow us on Twitter:

@SEAsource

Learn more about economic abuse at:

www.survivingeconomicabuse.org

Access useful resources at:

www.survivingeconomicabuse.org/i-need-help/

Join our international network:

www.survivingeconomicabuse.org/international-network/

Raise funds or donate to us:

www.survivingeconomicabuse.org/donate