



Registered charity number: 1173256

<b>Job Title:</b>	Media and Communications Manager (maternity cover)
<b>Reporting to:</b>	Head of Advocacy and Communications
<b>Location:</b>	Home-based
<b>Salary:</b>	£36,000 per annum
<b>Contract:</b>	Full-time contract (35hrs per week), 9 months fixed term contract, may be extended

### **An introduction to Surviving Economic Abuse**

At Surviving Economic Abuse, we deal with one of society's biggest issues. Last year, 5.5 million UK women reported that a current or former partner had controlled their economic resources – money and the things it can buy such as food, clothing, transportation, and housing.

Through economic control, abusers limit women's freedom, 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 are evidence of how much we are needed. We may be young, but we are already creating big waves. We are looking for a Media and Communications Manager (maternity cover) to join us to help us in our mission to stop economic abuse forever.

## **The role of the Media and Communications Manager is to:**

Deliver our media function to help raise awareness of economic abuse and support our influencing work to create much-needed change for victim-survivors. This will include working closely with the Experts by Experience Group, a group of women we work alongside who have experienced economic abuse, to safely tell their story in the media.

As part of this role, you will manage the Advocacy and Communications team's delivery of our major communications campaigns, for example, our annual Economic Abuse Awareness Day campaign. You will also line-manage one Communications Officer and oversee their content delivery and management of our social media channels.

## **Person specification:**

- A self-starter with excellent news sense and understanding of social media, with experience either managing a busy press office or working as a journalist.
- Track record of creating and delivering impactful media campaigns - from identifying media moments, planning and content creation through to delivery, reporting and evaluation.
- Compassionate approach to working with people with lived experience to empower them to safely tell their story in the media.
- Excellent communicator with a knack for storytelling, mastering a brief quickly, turning complex information into impactful copy, and tailoring the message to your audience.
- Experience in effectively managing projects, using interpersonal and organisational skills to get the best out of others, while navigating competing priorities with agility.
- A strong collaborator who thrives working as part of a team and who can build excellent working relationships with a wide variety of stakeholders.
- Skilled in brand and reputation management, including consistently embedding visual and verbal brand identity as well as identifying and responding to reputational risks.
- Proven ability to effectively manage, support, and develop your team by working with others to deliver a project or through line-management experience.

## Key responsibilities

### Media

- Deliver an efficient and effective press office, swiftly and professionally responding to media inquiries from journalists.
- Monitor the external context and identify opportunities to react in the media.
- Lead on creating and delivering media stories to support the charity's aim to raise awareness of economic abuse and influence policy and legislative change.
- Develop and maintain excellent working relationships with social affairs, politics, finance, and feature journalists in national, broadcast, consumer, regional/local and trade press outlets.
- Deliver media training to charity spokespeople and provide both written and verbal briefings ahead of interviews to ensure message consistency.
- Work closely with the Survivor Engagement Specialist to identify and gather victim-survivors' stories and support them to safely tell their story in the media.
- Protect and maintain the charity's brand and reputation, identifying risks and working with team members to effectively respond.
- Work with the Head of Advocacy and Communications to develop the charity's media strand of the communications strategy.

### Managing communication campaigns

- Manage the planning, delivery, and oversee the team's execution of major communications campaigns, such as Economic Abuse Awareness Day.
- Feedback and sign-off on communication materials developed by others to ensure consistent messaging, in line with the charity's brand guidelines.
- Promote the charity's communications campaigns internally and ensure all team members have clear messaging and guidance on how they can support.
- Lead the monitoring and evaluation of communications campaigns, ensuring learnings are shared and embedded within the team and results promoted to the wider organisation.

### Social media

- Oversee our social media communications, ensuring they deliver on our strategy and are responsive to external risks or opportunities.
- Feedback and sign-off on social media copy and assets developed by the Communications Officer, ensuring they reflect visual and verbal brand identity.

## Stakeholder engagement

- Build and maintain excellent relationships with external communications stakeholders within the violence against women and girls and financial services sectors to help amplify the reach and impact of our communications.
- Lead the quarterly Surviving Economic Abuse Advisors and Ambassadors Communications Working Group, setting the agenda and leading the meetings to enable advisors and ambassadors to engage with and support our work.
- Represent the charity at sector communications working group meetings.

## General duties

- Line manage one Communications Officers and manage the work of other team members or freelancers, as necessary to deliver our communications work.
- Deputise for the Head of Advocacy and Communications as needed.
- Work with the Experts by Experience Group, women who have experienced economic abuse, to ensure our marketing and content is survivor-centred.
- Support the charity's communications more widely, for example, events, email newsletters or social media, as needed.
- Contribute to the charity's strategic planning and operational plans.
- This is a remote role but may require some travel across the UK and to London as well as occasionally working outside of agreed hours, including at weekends, which is taken back as time in lieu.

**This job description is not exhaustive. You may be asked to take on additional tasks which are within the scope of the role.**

## What we offer

- 25 days annual leave (pro rata), plus 5 Wellbeing Days (pro rata) and Statutory Bank Holidays
- Flexible working
- Working from home
- 3% Employer Pension Contribution
- Reflective practice and Employee Assistance Programme
- The chance to be part of our highly professional, supportive team

## To apply

Applications open from 12 noon Monday 1st July 2024 and close 11pm Monday 22<sup>nd</sup> July 2024.

Please apply on-line at: <https://survivingeconomicabuse.org/jobs-at-sea/>

The first stage interview will take place on Friday 2<sup>nd</sup> August 2024 and the second stage interview will take place in the week commencing Monday 5<sup>th</sup> August 2024.

Interview questions will be provided in advance of the first stage interview, along with details of a timed skills test which will form part of the process.

**Surviving Economic Abuse (SEA) is committed to developing an inclusive team which reflects the diversity of the communities we support. Our culture celebrates diverse voices, and we particularly encourage applications from Black and minoritised applicants and disabled applicants who are under-represented at SEA.**