



## Recruitment pack

Communications and Digital Manager

Maternity cover

Dear applicant,

This is an exciting opportunity for an exceptional individual with proven experience to join our small and successful national charity as our Communications and Digital Manager, on a fixed-term, maternity cover contract.

We've achieved a great deal for the people we support and that is testament to the talents of our dedicated team of staff and volunteers. Through listening and engaging with people who face difficulties because of their convictions we have an impressive track record of identifying issues, finding solutions and putting them into practice. We also influence policy and create systemic change.

Whilst we are a small charity we punch above our weight; we're resourceful, impactful and work efficiently with like-minded organisations so that, together, we can achieve our aims. We are widely recognised as the go-to organisation in this arena.

We're looking for an organised, motivated individual with strong communications instincts to manage our communications and digital functions. As the role encompasses both strategic thinking and operational delivery, the right person will be comfortable managing their own time and workload, and able to balance competing priorities.

If you're a communications professional who is looking to step up into a more senior role, or interested in developing their digital experience, this role would be a good fit. Prior knowledge of the criminal records system is not essential, but your ability to quickly get to grips with complex information is important.

If you are motivated to help people move on positively with their lives and create a fairer and more inclusive society, this is the place for you. We look forward to meeting you.

Best of luck with your application and kind regards,

Justina Forristal  
Interim Chief Executive

# About Unlock

## Our mission

Our mission is to advocate for people with criminal records to be able to move on positively in their lives. We:

- Support people with criminal records to navigate their way through challenging times
- Research and raise awareness of the systemic issues that people are facing
- Campaign for changes to legislation, policies and practices of government, employers and others.

## Our vision

*A fair and inclusive society where people with convictions can move on positively in their lives.*

Unlock is an independent award-winning national advocacy charity that provides a voice and support for people who are facing stigma and obstacles because of their criminal record, often long after they have served their sentence.

We exist for two simple reasons.

Firstly, we help people to move on positively with their lives by empowering them with information, advice and support to overcome the stigma of their previous convictions.

To do this we provide information, advice and support, through our website, online tools and confidential peer-led helpline. We help practitioners support people by providing criminal record disclosure training. And we support employers and universities in treating people fairly.

Secondly, we seek to promote a fairer and more inclusive society by challenging discriminatory practices and promoting socially just alternatives.

To do this we advocate for change, working at policy level to address systemic and structural issues. We listen to and consult with people, undertake research and produce evidence-based reports to inform policy makers and the public. We challenge bad practice, influence attitudes and speak truth to power. We co-founded and support the Ban the Box campaign and we are

pushing for #FairChecks, a fresh start for the criminal records system.

We warmly welcome applications from suitably skilled people from all backgrounds. Applications from candidates who are from racially minoritised communities, have a disability or who are from a less privileged background are particularly encouraged. Having a criminal record is not a bar to applying to this role, nor is it a requirement.

As an organisation we are committed to equity, diversity and inclusion. We continue to develop our policies, processes and culture and ensuring our services are accessible by those who most need them, as we know there is always room to improve. We are committed to doing this work in an open and transparent way, and with the involvement of the whole organisation as well as external stakeholders and people we support.

## Terms of employment

Contract	Full-time, Fixed Term Contract – 9 to 12 months
Start date	12 February 2024
Hours of work	37.5 hours a week
Salary	£34,906 per year
Location	Remote – the post-holder will work from home with a minimum of four days in the office at Maidstone a year
Holidays:	Holiday will be calculated pro rata, based on the following FTE: 25 days + public holidays + discretionary days between Christmas and New Year
Pension:	Automatic enrolment into Unlock’s workplace pension scheme into which we will contribute 6% of gross pay.

Please note this role isn’t suitable for job-share.

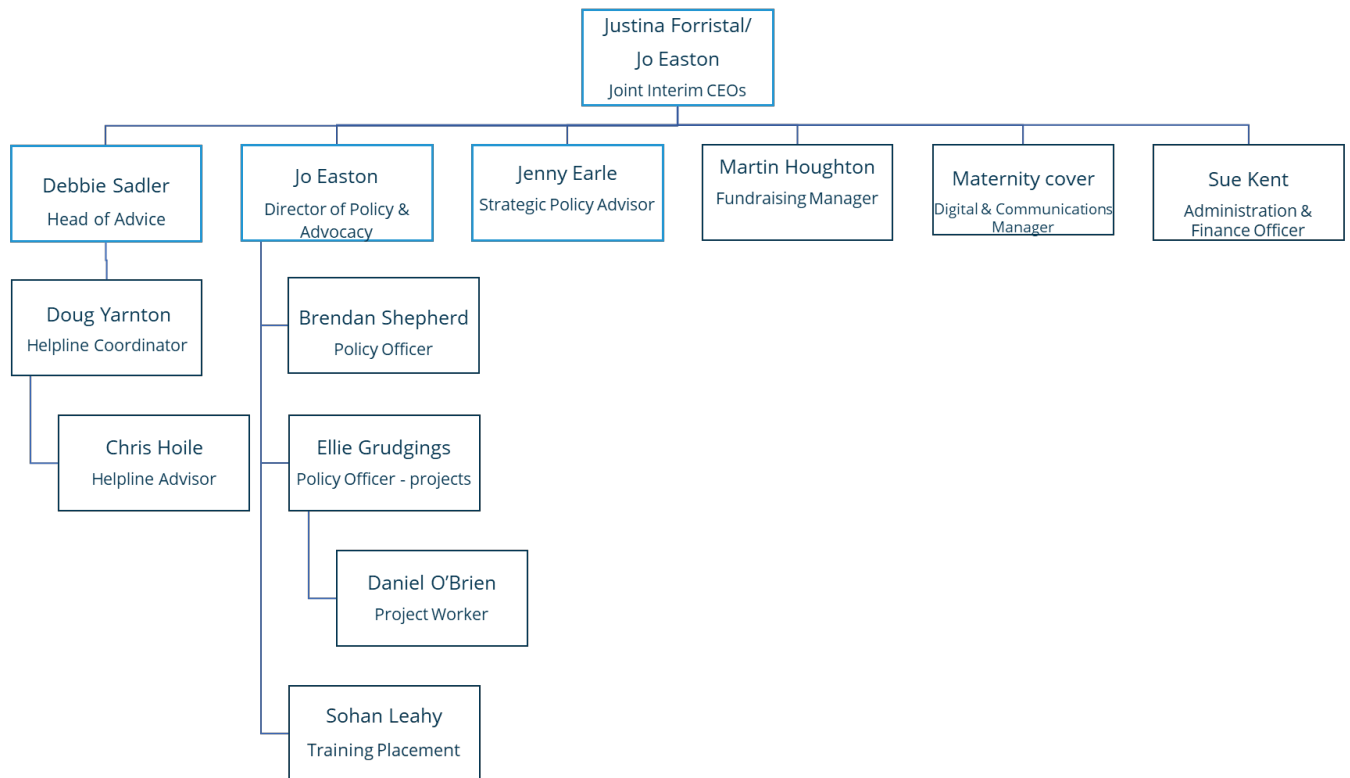
## Job description

Job title	Communications and Digital Manager
Reporting to	Interim CEO
Location	Remote - the post-holder will work from home (with a minimum of four days in the Maidstone office per year).

### Purpose of the post

The communications and digital manager is responsible for the strategic planning and day to day delivery of Unlock’s external communications. They manage the organisation’s website, social media and press activity, including working across teams to develop and share impactful messages. The role also includes responsibility for delivery of key aspects of the charity’s digital strategy, managing Unlock’s digital presence and driving digital development across the organisation.

## The Unlock team



## Key responsibilities

### Communications

- Generate awareness of the charity and the things we're working on, and drive traffic to our website through the planning and creation of multi-media communications materials.
- Develop and maintain relationships with key journalists, drafting press releases and proactively pitching stories when needed as well as responding to requests for comment.
- Ensure the voices of people with criminal records are at the heart of Unlock's communications, supporting people to share their stories safely when they choose to do so.
- Work with Director of policy and advocacy to develop/deliver communications plans raising awareness of our projects, campaigns and activities.
- Act as a 'brand guardian' ensuring consistency across all internal and external communications.

- Plan and deliver email communications using Mailchimp, including producing quarterly newsletters and promoting our training courses.
- Measure and report on the impact of communications activity, using the insights to inform future activity.
- Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice.

## Social media

- Ensure the strategic use of social media to build awareness of Unlock among key audiences and promote our key messages.
- Manage day-to-day usage of Unlock's social media channels, creating engaging posts and materials to reach target audiences.
- Protect and enhance the organisation's public reputation when speaking on its behalf.

## Publicity and media

- Develop and implement strategies to increase the organisation's profile across media, and with influencers, organisations and other key stakeholders, raising awareness of our work.
- Work with the CEO and support policy colleagues in their public relations work with government, parliament and the press, including producing briefings for colleagues to support with media appearances.

## Content creation

- Continually improve the website as a tool to promote policy and advocacy and fundraising campaigns. Work with members of the team to develop trusted, interesting, informative online content that engages a range of audiences to take action in support of Unlock's work.
- Understand the needs of different audience types and plan content – text, visuals and video - that meets their needs.

## Digital development

- Lead key aspects of the digital strategy – including managing the charity's website and leading ongoing development and improvements, liaising with our digital agency.
- Monitor progress against the digital roadmap and strategy, ensuring the digital project board has sufficient information to assess the impact of the work.
- Optimise the use of our digital products – getting more people to use them and engage with them, developing and managing relationships with external experts where necessary.
- Support the advice team to increase the availability and quality of digital contact and support, using digital tools where appropriate.

- Perform a supporting role across our digital presences, including supporting others to proof-read and edit, putting structures in place to ensure content is regularly reviewed, accurate, up to date and consistent with our brand and messaging. Supporting colleagues to develop their digital skills, including using the content management system, using the CRM system effectively and writing for online audiences.
- Project manage the development of a planned new digital tool, working alongside our digital agency to ensure the project is completed on time and meets the brief.
- Monitor the performance of the website and content, using tools like Google Analytics to identify areas of improvement and trends that support the development of future digital products.
- Use tools, user research and feedback to understand the needs and experiences of Unlock's users.
- Keep abreast of developments in the digital arena, ensuring we remain up to speed with best practice. Identify new digital opportunities and be a digital advocate for the charity.
- Drive digital working principles and practices throughout the organisation.

## Person specification

### Attitudes and values

- Enthusiastic person that has a passion for making a positive difference and challenging inequality
- Highly motivated, positive and a can-do attitude to solving practical problems
- Commitment to Unlock's aims, values and approach

### Experience

- Writing for the web and other channels
- Using content management systems such as WordPress
- Managing and developing websites and digital products or services
- Developing a variety of content formats, including blogs, audio and video
- Managing social media accounts for organisations
- Implementing communications plans across print, broadcast, digital and video media

### Knowledge

- Digital design principles, including understanding the role of user research and testing in digital and how to make best use of these
- Prior knowledge of the criminal records system is not essential, but an ability to quickly get to grips with complex information is important.



- Understanding of best practice and latest developments in social media

## Skills and abilities

- Excellent project management skills
- Accomplished writing, communications and editing skills to create engaging copy for print and digital channels, including website and social media
- Ability to adjust writing style to meet the needs of different audiences and channels and summarise complex information in lively, compelling text
- A high degree of accuracy and attention to detail
- Excellent understanding of the role of PR, marketing and branding
- Ability to use Google Analytics and other tools to measure the impact of website content and communications activity
- Ability to work remotely as part of a small team with minimal supervision and self-motivated to excel
- Ability to prioritise effectively and to manage a large and varied workload
- Excellent IT skills, including MS Word, Excel, Outlook and digital communication tools (Slack, Teams, Zoom)
- Ability to use own initiative to develop innovative solutions to problems
- A self-starter with the ability and initiative to take activities forward and continually strive to improve and be successful

## How to apply

To apply for this role:

- Download the job application form from our website [here](#).
- Send your completed application form by email to [admin@unlock.org.uk](mailto:admin@unlock.org.uk) with the subject line 'Communications and Digital Manager – maternity cover'
- To help us meet our aims and commitments to equity, diversity and inclusion please complete our monitoring form [here](#). Any information you share is completely anonymous and will not form any part of the selection process.

**Closing date for applications is 21 November at 11.59pm.** All applications received by email will be acknowledged to confirm receipt.

**Shortlisted and unsuccessful applicants will be notified by email by 29 November.** Due to our limited resources, we are unable to provide feedback if you are not invited to interview.

**Interviews will be held online on 6 December.** Interview questions will be shared in advance of the interview.

### Our shortlisting process

We shortlist candidates by matching details on your application against the person specification for the role.

The application form includes three role specific questions. We're looking for clear evidence of your experience, skills and knowledge and the approach you would take to key parts of the role.

To help us recruit fairly we are using anonymous recruitment techniques. This means we will remove your name, gender and other identifying information when sifting and shortlisting candidates.

Our aim is to find out more about you, your skills, abilities and experiences. We know sometimes that means people need adjustments to fairly take part in applying for jobs. If you, at any point in the recruitment process, need adjustments to be made because of a disability, please let us know.

### We actively encourage applications from those with criminal records

Our approach to criminal records for this role:

- This role does not require disclosure of any criminal records at any point
- We will not conduct a Disclosure and Barring Service (DBS) check for this role
- If you would like to reference lived experience of the criminal justice system as part of your application, this will only be considered for if/how it contributes to your suitability for the role. Your application will be anonymised before being assessed, including any potentially identifying criminal record details that you include (e.g., offence type or specific prisons).
- If you are currently subject to any supervision or conditions that may be relevant to the job, we would ask for these to be raised at interview. For example, if you are subject to restrictions that relate to digital access (e.g., use of social media, access to confidential databases, or requirements to provide access to your devices to supervising staff) we may need to discuss these further with you.

If you have any questions about the application form or application process, please call 07385 204 839 or email [admin@unlock.org.uk](mailto:admin@unlock.org.uk).