

## Communications and Campaigns Manager Switchback

£32k to £42k | Permanent | Full time or Part Time  
London/hybrid | Great benefits



**“I don’t know where I’d be without Switchback. They restored a lot of things. My faith, my trust, my mentality. You’re allowed to open up at a rate that works for you. You’re a person, not a plan.”**

Michael, chef and former Switchback Trainee

**JOIN OUR TEAM!**

[switchback.org.uk](https://switchback.org.uk) | [@switchback\\_ldn](https://twitter.com/switchback_ldn)

## WHY JOIN SWITCHBACK?

Switchback is an award-winning small charity supporting young Londoners to find their way out of the justice system and build stable, rewarding lives.

Switchback's [pioneering model](#) is centred on a meaningful relationship between a Switchback Mentor and Switchback Trainee, beginning in prison and lasting as long as it takes after release.

This unique level of support is new territory for most Trainees: a frank, non-judgemental relationship with someone who's there for them on a daily basis, helping to navigate the turbulent transition from prison to community.

Switchback's intensive approach works. **In stark contrast to the national average – which sees around half of those leaving prison every year back inside within 12 months – just 9% of Switchback Trainees reoffend.** In fact, over 50% go into long-term employment, while 65% reach Switchback's unique benchmark of Real, Lasting Change.

Building on 14 years of impact, Switchback works with others to inspire change across

the justice system and beyond. In recent months we've made great strides shifting policy and perceptions, including through our groundbreaking podcast [Time & Again](#), and the successes of Switchback's [Reshape Release campaign](#), including [the first rise in the prisoner discharge grant](#) for 25 years.

You'd be joining Switchback's friendly and fast-growing team near to Spitalfields Market in the heart of East London. We offer flexible working, excellent benefits and training, and we have fun too.

Above all, we're a values-led organisation; [make sure they resonate with you](#). We're also determined that our team is more representative of our Trainees, so we'd love to hear from people from black or Asian backgrounds or with lived experience of the justice system. All appointments at Switchback are made strictly on merit.

This is an exciting time for Switchback as we're aiming to reach even more young Londoners while doing more to tackle social and racial injustice in the UK. Join us!



## ABOUT THIS ROLE

In recent years Switchback has made big strides building our profile and shifting perceptions of young prison leavers - including through our [Reshape Release campaign](#), national media coverage and our groundbreaking new podcast series, [Time & Again](#).

We're now looking for a fantastic new **Communications and Campaigns Manager** to put rocket boosters under our comms and help Switchback punch even further above our weight.

This is a pivotal and varied role in our dynamic, fast-growing team based near Spitalfields Market in the heart of East London. You'll have responsibility for managing Switchback's communications including digital, social media and press, while leading our campaigns to shift the narrative and challenge social and racial injustice.

You'll work closely with the Director of External Affairs, and the Public Affairs & Policy Lead, to develop and deliver a comms strategy in line with the aims in Switchback's ambitious new

### [3-year plan: A Platform For Change.](#)

This will include developing creative content to 'flip the script' by foregrounding the voice of young men we support, while boosting our press and social media presence. You'll also manage a former Switchback Trainee in a new Digital Intern role to support with social media and producing authentic Trainee-centred content.

This role is packed full of potential for the right candidate to make a huge impact, so we're looking for someone with the spark, initiative and know-how to really make things happen.

You'll be an experienced relationship-builder and communicator with great news instincts, and a track record of securing press coverage and making creative use of digital and social media. You'll be as ambitious as we are to make an impact, and excited by the opportunity to amplify the rich experience and wisdom of Switchback Trainees. Above all, you'll believe firmly in [Switchback's values](#) and what we're trying to achieve.



## KEY DETAILS

<b>Job title</b>	<b>Communications and Campaigns Manager</b>
<b>Salary</b>	<b>£32,000 to £42,000</b> depending on experience
<b>Hours</b>	Full time (35 hours per week) or part time (negotiable)
<b>Contract</b>	Permanent
<b>Location</b>	London (Spitalfields E1) / remote hybrid working. As a charity rooted in relationships, all staff are expected to work at least three days a week in the Switchback office.
<b>Reporting to</b>	Director of Impact and External Affairs
<b>Direct reports</b>	Digital Intern (to be recruited)
<b>Benefits include:</b>	<ul style="list-style-type: none"><li>• 35-hour working week with flexible working possible.</li><li>• 28 days' holiday rising to 33 days with service, plus bank holidays.</li><li>• Holiday buy-back scheme after 2 years' service (10 extra days).</li><li>• Strong commitment to staff development and training.</li><li>• Generous pension scheme (5% employer contribution).</li><li>• Cycle to Work scheme</li><li>• Free Specsavers eye tests &amp; glasses vouchers</li><li>• Team away days and social events.</li></ul>



## KEY RESPONSIBILITIES

### Strategic communications

- Manage Switchback's external communications across all channels including social media, digital and press.
- Raise Switchback's profile in the media and criminal justice sector, enhancing our reputation as a pioneering charity and leading voice on prison leaver issues.
- Ensure all external communications are rooted in Switchback's values, including putting Trainees at the centre with Trainee-led content wherever possible.
- Work with the Director of Impact & External Affairs to develop and deliver a comms and campaigns strategy supporting relevant aims in our [3-year plan](#) – including shifting perceptions about prison leavers and the roots of crime.
- Identify and pursue opportunities to promote our key messages and amplify the voice and experience of Switchback Trainees in the media and public debate.
- Provide expert communication advice and guidance to staff across Switchback to ensure high standards of communication and effective external messaging.
- Build and maintain a key messages document for use by Switchback staff and spokespeople to support reactive and pro-active comms.
- Prioritise Switchback's communications activities to ensure effective use of staff and Trainee time, only pursuing opportunities which clearly serve our aims.

### Press and media

- Manage and develop Switchback's relationship with press, media and influencers.
- Build and nurture a personal network of key journalists and influencers.
- Develop and deliver effective press strategies to secure news coverage and features about Switchback's work and campaigns.
- Write press releases, editorial copy, blogs and articles for different audiences.
- Lead on handling all media and press enquiries, advising the Leadership Team to make timely decisions in line with Switchback's 3-year plan.
- Support Switchback staff and Trainees to engage effectively with the media, ensuring they are well-briefed and prepared for interviews and appearances.

### Social media and digital

- Manage and grow Switchback's social media presence and engagement (including on [Instagram](#), [Twitter](#) and developing our new [TikTok](#)), to support our strategic aims.
- Work with Switchback Mentors and Trainees to plan and produce regular, quality Trainee-centred digital content to promote Switchback's work and messages.
- Recruit and manage a Digital Intern – a new paid role for a former Switchback Trainee to help with content creation and social media while gaining digital skills and experience.

- Manage and update Switchback's website, and publish regular news posts about our work.
- Manage and grow Switchback's quarterly e-newsletter.

## Campaigns

- Work with the Director of Impact & External Affairs, and the Public Affairs and Policy Lead, to plan and deliver campaigns to raise awareness and transform policy and perceptions.
- Manage and evolve Switchback's [Reshape Release](#) campaign and emerging Flip The Script campaign (using creative content and storytelling to shift perceptions of prison leavers).
- Help to plan and produce creative projects to support our aims such as short films, photography, podcasts or events, engaging freelancers or volunteers as required.
- Ensure the voice of Switchback Trainees is at the centre of all our campaigns.
- Develop networks, partnerships and collaborations to amplify our key campaign messages.
- Regularly monitor the external environment and identify key trends and developments to inform ongoing campaigning activity.
- Oversee the evaluation of campaigns using appropriate metrics and analytics.

## Brand

- Be the guardian of Switchback's brand, ensuring our visual identity, language, content and coverage are of high quality and consistent with our purpose, values and 3-year plan.
- Ensure high level of quality and consistency for all Switchback's external communications.
- Identify and commission designers, illustrators, producers and other freelancers to deliver high quality content as required.
- Manage and evolve Switchback's brand guidelines, ensuring consistent application and understanding by all staff, including new starters.

## Other

- Write copy to a high standard for use across channels and marketing materials.
- Oversee the production of written Trainee case studies to support fundraising and delivery.
- Oversee the design of marketing materials and branded documents such as prison flyers, posters, and recruitment packs.
- Lead on managing efficient systems for capture, filing and staff access to content.
- Support the Leadership Team with internal communications, including keeping staff updated about key organisational and external developments.
- Effectively represent and be an ambassador for Switchback in meetings and events.
- Review and update Switchback's media policy, ensuring it is applied consistently.

## PERSON SPECIFICATION

Are you full of potential but not sure you fit all the criteria? Apply anyway and we could help you get there! As a small, dynamic charity we're used to training and supporting brilliant people to learn and grow in their role. If you think you could fly in this position, get in touch.

### Essential

- At least three years' experience in a communications or campaigns role.
- Strong belief in Switchback's values and purpose as a charity.
- Clear enthusiasm for using comms and campaigns to challenge social and racial injustice in the UK.
- Track record of securing national media coverage as part of a wider campaign.
- Track record of using digital communications and social media to grow an audience, raise awareness and build support/engagement.
- Skilled in media relations with experience of building effective relationships with journalists.
- Strong news sense with experience of developing news hooks and landing pitches to media.
- Opportunistic and proactive: able to spot opportunities to grow our profile and communicate our key messages to a wider audience.
- Excellent communicator: able to build great working relationships with people from a wide range of backgrounds, from Switchback Trainees to newspaper editors.
- Strategic mindset: experience of planning and delivering effective campaigns to achieve wider strategic goals; good understanding of media trends and opportunities.
- Politically astute: you understand the current political context and you're able to communicate effectively to both liberals and conservatives (and you see the value in this).
- A great writer able to create clear, compelling copy for different audiences.
- Curious to learn and get stuck in across a variety of tasks in a small team.

### Desirable (not essential)

- Experience of campaigning for social change with demonstrable results.
- Experience of managing and developing others e.g. interns or direct reports.
- Experience of building a network of freelancers or volunteers to fill gaps (e.g. graphic design, video editing).
- Knowledge of the criminal justice system and/or other relevant social policy.
- Existing network and contacts in media or campaigning.
- Experience of working with people from disadvantaged backgrounds.
- Direct (personal or family) experience of the criminal justice system or the realities of poverty in London.
- Graphic design or media production skills, experience or networks.

## HOW TO APPLY

### How to apply

To apply, please email the following to [jobs@switchback.org.uk](mailto:jobs@switchback.org.uk) marked "Communications and Campaigns Manager":

1. Your CV
2. A cover letter (max 700 words) telling us: (a) why do you want to work at Switchback? and (b) why are you the right person for this role (including clear examples of how you fit the criteria)?
3. A completed **equalities form** [available here](#) (this is optional but will help support our equalities monitoring, and will be treated anonymously and separated from your application entirely).

If you'd like an informal and strictly private conversation about the role, please email [jobs@switchback.org.uk](mailto:jobs@switchback.org.uk).

### Deadline

10am on Monday 20<sup>th</sup> June 2022

### Interviews

w/c 27<sup>th</sup> June and w/c 4<sup>th</sup> July. The panel will include a member of Switchback's Experts by Experience Board.

### Feedback

As a small team we regret we are unable to provide feedback to candidates that are not selected for interview stage.



## DIVERSITY AND ACCESSIBILITY

### Diversity

Switchback is committed to diversity in all that it does and aims to build a team representative of modern London, celebrating the differences that people bring with them as a vital resource. We welcome applications from the widest possible talent pool and we appoint on ability and merit irrespective of race, religion, age, disability (including hidden disabilities), marital/civil partnership status, sex, gender identity, or sexual orientation. We particularly welcome applications from candidates with lived experience of the justice system (personal or by association). Our diversity and inclusion policy is available [here](#).

### Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process (e.g. attending interviews.) Any requests will not affect your application.

**"People only do what they know, and that depends where you grow up. To me, I knew how to sell drugs. In my community it's just normal to do crime. Switchback taught me and pushed me so much. I've learned to forget about crime. I've been shown a different route."**

Jordan, Market Manager and former Switchback Trainee



## OUR VALUES

Switchback's values cut through everything we do, from our work with Trainees to our fundraising and partnerships.

### 1. Human

**Keeping Trainees at the heart of everything we do.**

We build trust, confidence, independence and stability in all areas of a Trainee's life. In all decisions we use the lens: "does this help us improve the prospects of young men leaving prison?"

### 2. Authentic

**Rolling with the ups and downs of real life.**

We prize integrity and honesty. We don't sell a dream: we are realistic about what it means to genuinely start over and the huge courage needed to change. We recognise that change is not linear and we provide a space to learn from mistakes.

### 3. Committed

**Taking the long way around.**

Our commitment to Trainees is consistent and continuous, lasting for as long as it takes. We reject quick fixes, shortcuts and tick boxes. We do what we say we are going to do and coach our Trainees to do the same.

### 4. Ambitious

**Having high expectations.**

We assume strengths, resources and abilities in Trainees. We don't do things for people: we challenge and encourage our Trainees to take control. We are distinctive in our high expectations of Trainees, our own conduct, the quality of our partnerships and the impact of our work.

### 5. Pioneering

**Pushing into our stretch zone.**

We challenge Trainees to move outside their comfort zone and we encourage adventure to learn and grow. As a charity we strive to do the same, constantly seeking to reflect and improve. We pioneer an alternative approach and share our evidence with others to inspire wider change.



**“Switchback shows that if you really want to change lives, this is exactly the approach that makes sense. The lesson from Switchback is that providing that trust, that human relationship is central for change.”**

Rory Stewart OBE, Former Minister for Prisons

**“Switchback provides real hope for change and keeps itself very personal – it’s not about targets, it’s genuinely about helping people, and for the young men I look after that is really important.”**

Emily Thomas, Governor, HMP & YOI Isis

**“The transition from prison back into the community is so often when the system fails. Switchback is a focussed, inspiring resettlement charity that is a beacon of hope at a time when centrally-funded alternatives are in chaos.”**

Longford Prize 2019 judges’ statement

