

Job Description

Job title:	Communications Officer & Content Creator
Location:	London (Spitalfields, E1)
Reporting to:	Head of Policy, Impact and Communications
Salary:	£24,000 - £29,000 depending on experience
Hours:	Full Time or Part Time (0.6 FTE minimum)
Contract type:	12 months with potential for extension
Benefits:	25 days holiday plus bank holidays (pro-rated for part-time), rising with service to max of 30 days. Holiday buy-back available after 2 years' service (up to 10 days holiday). Pension scheme: 3% salary sacrifice is met by a 5% contribution from Switchback. Strong commitment to employee development including generous training budget. Flexible working policy. Family-friendly benefits Employee referral bonus scheme. Great location, a stone's throw from Spitalfields Market, Brick Lane & Shoreditch.
Application deadline:	10am, Monday 6 April 2020
Interviews:	Week commencing 20 April 2020
Start date:	Immediate
How to apply:	Please apply by uploading your CV (2-page max) along with your 1 page (max) cover letter outlining why you are a good fit for this role with clear reference to the person specification via the Charity Job website (https://www.charityjob.co.uk/recruiter/switchback/21074). Please note incomplete applications will not be considered.

We also encourage you to complete the recruitment analysis form which will be separated from your application and treated as confidential, a link to this form can be found here: <https://forms.gle/QNfp8E3aHsf7Wirw8>

Switchback is committed to diversity in all that it does and strongly encourages applications from every part of the communities we serve, particularly from people

from BAME backgrounds and those with lived experience of the criminal justice system. All appointments are made on merit.

Job overview

Are you passionate about using communications to make a big difference? Would you relish the chance to work with young prison-leavers to create content for a small, impactful organisation rooted in East London?

Then join Switchback as our **Communications Officer & Content Creator** and you could soon be accelerating our profile as a leading resettlement charity and driving change for prison-leavers across the justice system.

About Switchback

Switchback is an award-winning charity helping young Londoners to find a way out of the justice system and build a stable, rewarding life they can be proud of. We provide intensive one-to-one support on both sides of the prison gate alongside real-work training after release, supporting 18-30 year-old men (Switchback Trainees) to make real, lasting change. Read more about our model at www.switchback.org.uk.

Switchback's long-term approach means that Switchback Trainees are five times less likely to reoffend than other prison-leavers. Last year we were the proud winner of the Longford Prize, recognised by the judges as "a focussed, inspiring resettlement charity that is a beacon of hope at a time of chaos".

Building on 12 years of impact based in the heart of Spitalfields E1, this is an exciting time of growth for Switchback as we set our sights higher than ever, aiming to reach even more young men while inspiring change across the justice system. To do this, every part of our work needs to be underpinned by fantastic, engaging content and communications. That's where you come in.

About the role

This is an exciting opportunity to get stuck into all aspects of comms at a small charity delivering big impact in London. This is not your average comms role stuck in a head office – you will be closely connected to Switchback's transformative frontline work with some of London's most marginalised young people.

Working with the Head of Communications and a supportive, close-knit team, you will build great relationships with Switchback Mentors and Trainees to write content for all our activity from Instagram to funding bids. You will manage our social media to grow our online presence and bring ideas to spread our messages creatively using digital comms. Ultimately you will ensure that great communications underpins Switchback's continued growth as an organisation setting the gold standard in support for prison-leavers.

About you

You'll be a motivated, creative self-starter with brilliant writing skills and experience of digital comms or social media. You will be keen to be involved in all aspects of Switchback's output with the space to learn and grow in the role, taking more ownership of our comms over time. As well as being well-organised and able to coordinate and plan content, you will have great people skills and ability to work with people from diverse backgrounds. Above all you'll be driven to be part of an organisation making a real difference, and passionate about helping Switchback use communications to further enhance our impact and reputation.

Switchback's Values

1. **Human.** Keeping Trainees at the heart of everything we do.
2. **Authentic.** Rolling with the ups and downs of real life.
3. **Committed.** Taking the long way around.
4. **Ambitious.** Having high expectations.
5. **Pioneering.** Pushing into our stretch zone.

Find out more at switchback.org.uk/about-us.

Responsibilities

- **Create quality written content** for different audiences illustrating Switchback's work and impact including Instagram posts, Trainee case studies, blogs for our website and marketing copy.
- **Manage and grow Switchback's social media channels**, website and quarterly e-newsletter.
- **Coordinate efficient systems** and processes to capture and organise content for use by all staff.
- **Coordinate multimedia content creation** including photos, videos and printed marketing materials.
- **Build great relationships** with Switchback staff and Trainees to capture regular content.
- **Develop and deliver creative projects** to raise Switchback's profile and promote key messages.
- **Ensure consistency** with Switchback's brand, organisational [values](#) and [strategic aims](#) in all content.
- Support the Head of Communications with development of an overall **communications strategy**.
- Support the Head of Communications with **handling media enquiries** and pro-active press activity.
- Other duties as shall reasonably be required.

Person specification

Experience*

- At least two years' experience in a role creating quality written content for different audiences.
- Track record of successfully using digital comms to promote an organisation, campaign or similar.
- Experience managing and growing a strong social media presence.
- Understanding of issues faced by people in poverty, preferably from first-hand experience or insight.
- Experience of charity, press/PR work or producing multimedia content is desirable but not essential.

**We are interested in attitude and potential as much as experience. Training and support will be available for very strong candidates committed to Switchback's work who don't fulfil all the criteria above.*

Skills

- Strong writing skills and ability to produce compelling, quality content in plain English.
- Ability to tailor language to different audiences and channels, ensuring consistency with our values.
- Ability to generate and deliver creative ideas to build profile and promote messages through comms.
- Excellent administrative and organisational skills; able to manage efficient processes and systems.
- Competent with IT including MS Office and mobile; comfortable learning new systems and platforms.
- Design, branding, photography or video skills are desirable but not essential.
- Skills in Mailchimp, Wordpress, Adobe Suite or Buffer (or similar) are desirable but not essential.

Personal attributes

- Values-driven and passionate about Switchback's ambition, purpose and values as a charity.
- Creative and proactive, able to spot opportunities and squeeze the most of every activity.
- Personable and outgoing, able to build relationships with people from diverse backgrounds.
- High standards and care for the quality of your work with great attention to detail.
- Highly organised and systematic, able to develop and manage efficient processes.
- Curious and enthusiastic about using communications purposefully to achieve strategic goals.
- Love of learning, keen to develop your skills and responsibilities and grow within the organisation.
- Able to adapt to a fast-changing workload and work flexibly to support multiple teams.