

SWITCHBACK

Communications and Campaigns Manager Recruitment Pack 2020



Join us at Switchback.

We enable young men to find a way out of the justice system and build a stable, rewarding life they can be proud of.

www.switchback.org.uk | @switchback_ldn

Registered Charity Number 1125100 | Company Number 06615923

Welcome

Are you passionate about using communications to make a big difference? Would you relish the chance to work closely with young prison-leavers to drive forward the digital and campaigns work of a small, fast-growing charity in London?

If so, you may well be the person we're looking for to help take Switchback's communications to the next level.

At Switchback we're ambitious to build on our award-winning programme of support for young prison-leavers by influencing change across the justice system and beyond. In this new, exciting position of **Communications and Campaigns Manager** you will play a key role in achieving this ambition by managing Switchback's communications to raise our profile and amplify our agenda for change.

We are determined to ensure that Switchback's team is more representative of the young men we support, so we're especially keen to hear from people from Black, Asian and Minority Ethnic backgrounds or with lived experience of the criminal justice system or poverty.

In the midst of a pandemic, the need to transform the outlook for prison-leavers has never been more pressing. Thousands of young men are leaving prison homeless, abandoned at the gate with just £46 and nowhere to go. Switchback is in a unique position of expertise and insight to change this reality. If you're interested in bringing your communication skills to help us do that, we would love to hear from you.



About Switchback

Switchback was established in 2008 on the basis that it's often not the lack of opportunity, but rather a lack of confidence, knowledge and continuity of support that prevents prison-leavers from overcoming challenges and realising their options.

Since 2008 we've helped hundreds of young men, Switchback Trainees, leaving London prisons to build stable, rewarding lives they can be proud of. We provide intensive 1-to-1 support alongside real-work training after release. Our support begins in prison and lasts as long as it takes, delivered with a team of full-time professional Switchback Mentors who help Trainees make choices that reinforce their initial commitment to change.



Real-work training leading to a job after release is just one part of the Switchback process. We challenge and encourage Trainees to take control and make real, lasting change – a fundamental shift in mindset and lifestyle. This is new territory for most: a frank, non-judgemental relationship with someone there for them on a daily basis, helping to navigate the turbulent transition from prison to community.

Last year, the proportion of Switchback Trainees who reached our benchmark of *Real, Lasting Change* grew to 75%. Over half our Trainees moved into lasting employment. While nearly half of people released from prison nationally are re-convicted within a year and many are back inside within weeks, Switchback Trainees are *five times* less likely to return to custody.

We're determined to expand our reach and – equally important – to use the evidence gathered from our work to secure wider change across the criminal justice system. To maximise our impact now and for the future we need to ensure we have quality, strategic communications to raise our profile and drive our case for change forward. That's where you come in.

Switchback's work has been recognised in recent years with a number of accolades:

- Winner [Longford Prize](#) 2019
- Shortlisted [Charity of the Year](#) Charity Times Awards 2019
- Shortlisted [Outstanding Organisation](#) Criminal Justice Alliance Awards 2017
- Winner [Robin Corbett Award for Prisoner Re-integration](#) 2016

'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'

Jordon, Switchback Trainee.
Read more about Jordon's journey [here](#).

Our Values

Switchback's five values cut through everything we do:

1. **Human.** Keeping Trainees at the heart of everything we do. We build trust, confidence and independence in all areas of a Trainee's life.
2. **Authentic.** Rolling with the ups and downs of real life. We prize integrity and honesty. We don't sell a dream; we're realistic about what it means to genuinely start over and the huge courage needed to change. We provide a space to learn from mistakes.
3. **Committed.** Our commitment to Trainees is consistent and continuous, and for as long as it takes. We reject quick fixes. We do what we say we're going to do and coach our Trainees to do the same.
4. **Ambitious.** We have high expectations and assume strengths, resources and abilities in Trainees. We don't do things *for* people – we challenge and encourage our Trainees to take control.
5. **Pioneering.** We challenge Trainees and ourselves to move outside our comfort zones and we encourage adventure to learn and grow. As a charity we constantly seek to reflect and improve.



“When I first came into Switchback I’d feel so uncomfortable I could hardly speak. Switchback totally changed how I thought about myself. I’ve learned that it’s not about taking the fast route, taking the long route is more beneficial in the end. I’ve done so much more than I thought I could.”

Elton, Fashion student & former Switchback Trainee.

Read more about Elton's journey [here](#).

Job terms & conditions

Job title	Communications and Campaigns Manager
Location	Remote during the pandemic, then London (Spitalfields, E1) with some remote working.
Reporting to	Head of Policy, Impact and Communications
Salary	£30-35k depending on experience
Hours	Full time (35hrs pw)
Contract type	12 months with potential for extension
Benefits	<p>25 days holiday plus bank holidays, rising with service to max of 30 days. Holiday buy-back available after 2 years' service</p> <p>Pension scheme: 3% salary sacrifice met by 5% contribution from Switchback</p> <p>Strong commitment to employee development including generous training budget</p> <p>Flexible working policy, family-friendly benefits, employee referral bonus scheme</p>
Application deadline	10am on Monday 7 th December 2020
1st stage: skills test	Week commencing Monday 14 th December 2021 (remotely)
2nd stage: interviews	Week commencing Monday 4 th January 2021
Start date	ASAP following interviews
How to apply	<p>Please read the full job description below then email the below <u>three</u> items to jobs@switchback.org.uk by 10am on Monday 7th December, with the subject COMMUNICATIONS AND CAMPAIGNS MANAGER:</p> <ol style="list-style-type: none"> 1. Your CV 2. A cover letter of <u>600 words max</u> explaining the following: <ul style="list-style-type: none"> ○ Why do you want to work for Switchback? ○ Why are you the right person for this role? In your answer you must clearly explain <u>how you meet the person specification</u>. 3. A completed equalities monitoring form available to download here (this will be treated anonymously and separated from your application entirely).

*Applications which do not follow the above application process will **not** be considered.*

We regret that as a small team we will be unable to provide feedback to candidates that are not shortlisted for interview.

Job description

Role purpose

This role is your chance to join a small, award-winning team making a big difference through our work with young prison-leavers in London. As Switchback's new **Communications and Campaigns Manager**, you will take the lead on managing our communications, producing high quality content and taking our social media, digital and campaigns activity to the next level.

You will work collaboratively with young prison-leavers and colleagues at every level to develop and deliver a range of communications, media and campaigns activities to serve our strategic objectives. This will include creating regular written and digital content, managing our social media channels and newsletter, and developing creative campaigns to raise our profile and amplify our agenda for change. Above all, you will ensure Switchback's values and the voice of Trainees are at the centre of all our communications.

We are looking for someone with the skill, initiative and creativity to improve the quality and impact of Switchback's communications and drive forward our use of campaigns. You will be a strong writer and authentic communicator, comfortable with complexity, and excited for the opportunity to take all the brilliant work happening at Switchback and run with it.

Switchback is at a pivotal moment of growth, with big ambitions to expand our reach and impact in the coming months. By managing Switchback's communications you will play a key role in helping us achieve that vision and transform the outlook for some of society's most marginalised young people.

Key Responsibilities

Communications and writing

- Produce **quality written content** for different audiences and platforms to support Switchback's work across fundraising, policy and campaigns and delivery.
- Work effectively with **Switchback Mentors and young prison-leavers** to source and write authentic Trainee stories for use across our fundraising, policy and delivery work.
- Lead on ensuring a high level of **quality and consistency** with Switchback's values, branding and strategic objectives in all communications, working collaboratively with the Head of Policy, Impact and Communications.
- Manage and develop efficient internal **systems and processes** for the capture, creation and organisation of Switchback's content.
- Identify and work effectively with volunteers, partners and freelancers to **fill skills and content gaps** where necessary.
- Lead on the regular creation of **Trainee case studies and stories**, and work collaboratively to support the fundraising team with fundraising communications and campaigns.
- Lead on **updating and producing marketing materials** and work collaboratively to support the delivery team with delivery and partnership communications as required.
- Maintain and update Switchback's **website** and **quarterly e-newsletter**.
- Potential for future line management responsibility.

Digital communications and social media

- Lead on the production and design of quality **visual and multimedia digital content** such as photography, video, audio and infographics (engaging freelancers and volunteers to fill skills gaps where necessary).
- Manage and develop Switchback's **social media channels** (including Instagram, Twitter and Facebook). Establish a distinctive voice, growing our audience and influence.
- Lead on ensuring a **regular output of quality content** across social media channels, and **engagement with our audiences**, to support Switchback's strategic objectives.
- Use **appropriate software and platforms** to plan, produce and schedule content (e.g Canva, InDesign, Buffer).
- Support the Head of Policy, Impact and Communications with the ongoing refinement of Switchback's **brand identity** and **assets** such as document and social media templates.

Campaigns and Press/PR

- Work collaboratively with the Head of Policy, Impact and Communications on the **development of campaigns** to drive change in public opinion, policy and practice. Lead on their **delivery** including integrated press, social media and digital activity.
- Develop **campaign messages** and **write campaign materials** including blogs, comment articles, briefings and press releases.
- Build **relationships with journalists** in national and regional media and sector press.
- Work collaboratively with Switchback' Trainees and Experts by Experience board to ensure the **voice of prison-leavers** is at the heart of our campaigns activity.
- Work collaboratively with the Head of Fundraising to develop and deliver **targeted fundraising campaigns** to raise funds and build our supporter base.
- Handle **media enquiries**, ensuring timely and appropriate responses.

Person Specification

Experience

- At least **two years' experience** in a **relevant communications role** such as in digital communications, campaigns, press/PR, journalism or social media.
- Experience of creating compelling **written and digital content** for different audiences.
- Experience developing or supporting a communications or campaigns strategy which achieved **quality coverage** and demonstrable impact.
- Experience of **using social media** creatively and strategically to grow reach and influence.
- Experience of **working with people** from diverse backgrounds in a sensitive way.

Skills and abilities

- Very strong **writing skills** and ability to adapt copy and language for different audiences and write human-centred stories for multiple purposes.
- Strong **interpersonal and communications skills** in order to work effectively within a small team, and with people from a diverse range of backgrounds and experiences.
- Basic **design and/or multimedia production skills** (e.g. graphic design, video, or photography) and familiarity with appropriate software/platforms (e.g. Adobe Creative Suite, Canva, Buffer, Wordpress, Mailchimp).
- Competent with **IT** and systems for remote working (e.g. MS Office, MS Teams).
- Strong **organisational and admin skills**, able to develop and manage efficient systems and processes and handle your own workload serving the needs of multiple teams.

Personal attributes

- **Values-driven** and committed to Switchback's ambition, purpose and values.
- **Proactive**, resourceful and persistent: can spot opportunities and squeeze the most of them.
- **Personable** and outgoing, able to build relationships with a diverse range of people.
- **High standards** and care for the quality of your work with great attention to detail.
- **Curious** and interested in using communications purposefully and strategically.
- **Keen to learn** and develop your skills and responsibilities.
- **Adaptable** and able to work flexibly. Comfortable with complexity and able to support multiple team members and manage a varied workload effectively under pressure.

Knowledge and understanding

- Understanding of the broad media and political landscape in the UK.
 - Knowledge of the criminal justice system (desirable)
 - Understanding of the experience of poverty, prison-leavers, young people from disadvantaged communities and/or Black, Asian and Minority Ethnic backgrounds (desirable). We would particularly welcome lived experience in this area.
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Thank you

Thank you for your interest in this role. Switchback is an organisation that transforms lives. It's a remarkable charity, doing remarkable work, with a remarkable team of all sorts of different people involved. We hope you might want to become one of them and we look forward very much to hearing from you.



*"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. There's so much to look forward to now.
I used to see the world in a totally different light. I used to see it in black and grey,
now I see it in colours"*

Michael, Chef and former Switchback Trainee