

# Thank you for your interest in the post of: Communications & Campaigns Manager

# This application pack contains the following:

## 1. Background notes on Detention Action

2. Application form

3. Job description

4. Person specification

5. Conditions of service

6. Equal opportunities monitoring form

Please return your completed application form by email to james@detentionaction.org.uk(please write “Communications and Digital Manager” in the header) or send in an envelope marked “Recruitment” to: James Wilson, Detention Action, Unit 1.8, The Green House, 244-254 Cambridge Heath Road, London E2 9DA. We will acknowledge receipt of all applications sent by email.

CLOSING DATE: 9am, Monday 28th June 2021

**INTERVIEWS: Week commencing Monday 5th July 2021**

GUIDANCE ON FILLING IN APPLICATION FORM

The enclosed person specification lists the essential requirements for this post. When short-listing for interview, the selection panel can only consider the information contained in your application form. You will not be short-listed for interview unless you can **show** that you meet these requirements. Your application will be marked on your response to the “Relevant Skills and Experience” section, where you should address each point on the person specification and give examples. There is no word limit but we encourage applicants to take 4-5 pages on this section. Please also provide details of your education, training and work experience in the relevant sections, although you will not be marked on this.

You must use the form provided (though you can attach sheets*).* **A pre-produced** **curriculum vitae will not be accepted.**

Work, paid or voluntary, is not the only means of showing you meet the requirements of the post. You may also have acquired relevant knowledge and skills through your life experience. If so, please try to demonstrate this in the space provided.

The form should be typed or completed in black ink, for photocopying purposes.

**Equal Opportunities:**

Detention Action is committed to operating as an equal opportunities organisation.  We welcome and encourage applications from refugees and other migrants, and in particular from people with lived experience of detention, to reflect the composition of our client group.

Detention Action also recognises the potential barriers to employment posed by race and ethnicity, disability, nationality, genderor genderidentity,age,sexual orientation,religion or belief, andpregnancy or maternity, and work to ensure that our recruitment policy takes them into consideration.

Detention Action will seek to make reasonable adjustments to the physical office environment to overcome barriers to employment caused by disability, and encourages applications from these candidates.

**BACKGROUND INFORMATION**

Detention Action is a national charity, which supports people detained in the largest immigration detention in Europe (based at Heathrow) and advocates for fundamental, progressive, reform to the immigration system.

Our vision is a country where noone is detained indefinitely for immigration reasons and people born or raised in the UK are not deported from the place they call home.

We are an ambitious and dynamic charity. We bring strategic litigation to prevent human rights abuses in the immigration system, we run high profile and visible campaigns and we work across the media to advance our goals. In 2020 we brought litigation in the Court of Appeal which prevented the unlawful deportation of 25 people to Jamaica & we brought further litigation to pressure the Government to release the majority of people in detention due to Covid risks. We also lead cross party efforts to push for a statutory time limit on immigration detention and secured a successful vote in favour of a time limit in the House of Lords.

Detention Action currently has 13 staff. The advertised post is Communications & Campaigns Manager. This post will be line managed by the Director and will line manage a Communications & Campaigns Officer We have a pool of around 60 Volunteers, who currently work mainly on a remote basis. The organisation is governed by a six -member Management Committee. Our main funders are the Oak Foundation, Trust for London, Paul Hamlyn Foundation, Joseph Rowntree Charitable Trust, Barrow Cadbury Trust, Bromley Trust and AB Charitable Trust.

Detention Action provides support and advice to people in detention in Heathrow Immigration Removal Centre in London, Morton Hall in Lincolnshire and in prisons in the London area. Detention Action’s casework team provides emotional and practical support and casework support to people in detention, through in–person visits and a freephone service. Detention Action undertakes general casework for people detained, including referrals to legal representatives and other specialist organisations and assistance with communicating with these agencies. We also work closely with solicitors on strategic litigation where it is necessary to defend the rights of people in detention. We do not currently provide immigration advice.

Drawing on evidence obtained from our frontline work, Detention Action undertakes media, campaigns and policy work to advocate for reform to immigration detention & deportation policy and practice,. We regularly feature in national, regional and local print and broadcast media and work with others to lead the debate around the protection of human rights in the immigration system. Our campaign against indefinite detention aims to end the long-term detention of people without time limit.

Through our Allies for Justice network we train and support people with experience of detention, deportation and asylum systems to campaign and lobby for change. Additionally we coordinate a lived experience group called Families for Justice, which involves people whose family members are caught up in the deportation system. We also run an alternatives to detention project for people who have had criminal convictions and who are experiencing or at risk of indefinite detention.

**Employment application form: COMMUNICATIONS & CAMPAIGNS MANAGER**

EDUCATION AND TRAINING

Please outline your education, providing details of any qualifications, the institutions that awarded them and the dates they were awarded. Include any training undertaken as part of your employment or voluntary work.

WORK EXPERIENCE

Please start with your present or most recent employment and work backwards. Include any voluntary work you have undertaken. Give the name of your employers, job titles, dates and current salary (if applicable) and a brief description of the work you have done. You may wish to continue on a separate sheet.

**RELEVANT SKILLS AND EXPERIENCE**

Please use this section to outline the skills and experience you have gained, either in paid or voluntary work, at home or in education, that are relevant to this post, and which would enable you to fulfil the duties of this post. **In completing this part of the application form, please address the points in the Person Specification,** **using the same numbering order**. You may wish to continue on separate sheets.

**Declaration:**

**I confirm that the information I have given in the application is true to the best of my knowledge.**

**Signature (please type if sending by email):** **Date:**

**Job title: Communications & Campaigns Manager**

**About the role:**

Detention Action is seeking an experienced media, campaigns and digital specialist with vision and flair to lead its advocacy against indefinite detention in immigration removal centres and to press for wider reform of the UK asylum and immigration system.

Detention Action is looking to build on a number of significant successes over the past two years in the face of an increasingly hostile Government which seeking to enact plans which would weaken the protections of the UK’s asylum system further and increase the numbers of those detained under the country’s inhumane and indefinite detention rules.

You would line manage our Communications and Campaigns Officer and also work closely with our Director, Deputy Director & Lived Experience Campaigns Coordinator as part of our campaigns team.

**Main areas of responsibility:**

**Media**

* Develop and implement a media and communications strategy to support Detention Action’s advocacy goals and ensure our messages reach decision-makers and the general public.
* Lead on Detention Action’s media work, building our profile and visibility across national, regional and local print and broadcast media.
* Manage our existing media relationships & build relationships with new journalists.
* Research and pitch news stories and features, working with our casework team and lived experience networks, Allies for Justice & Families for Justice, to tell powerful stories in the media.
* Draft and oversee the production of high quality press releases and op eds for circulation and pitching.
* Brief journalists, arrange media interviews and train and support staff, DA beneficiaries & members of our lived experience networks to engage effectively with the media.
* Work with the Communications & Campaigns Officer to ensure that DA responds promptly to media requests and provides quotable statements from DA spokespeople on news stories.
* Oversee an excellent press office function, including meticulous internal record-keeping, contacts databases and coverage logs.

**Campaigns**

* Working with colleagues across the organisation, deliver a creative and ambitious public campaigns strategy for the organisation that inspires members of the public to take action, puts pressure on the Government and enables the voices of people with lived experience to be heard.
* Working with colleagues in the Campaigns Team, develop policy on DA’s key issues and carry out DA’s influencing strategy across a range of stakeholders and partners, including MPs and their offices, Parliamentary committees, partner organisations, academics, experts, law firms, and high-profile individuals.
* To work with colleagues across the organisation and external partners on strategic litigation.
* Oversee the management of all DA’s social media accounts and to help establish and develop social media accounts for our lived experience networks.
* Design, create and oversee the production of regular, engaging, multimedia content for Detention Action’s campaigns (including graphics, photos, videos and written content) to reach new audiences.
* Maintain and grow Detention Action’s supporter base by drafting and overseeing the production of regular and engaging communications, updates and campaigning initiatives.
* Develop and expand Detention Action’s digital campaigns programme using a range of engaging campaigning actions and communications with supporters.
* Build a network of high profile, influential supporters to act as ambassadors for Detention Action’s campaigning goals.
* Work with staff across the organisation and partner organisations to create effective public campaigns, including leading brainstorming and planning meetings.

**Digital Fundraising**

* Working with the Communications & Campaigns Officer, manage a long-term, ambitious, programme for digital individual and regular-giving fundraising to generate income for Detention Action’s work and diversify the organisation’s funding sources, to include generating £100,000 in the 2021-22 financial year
* Working with the Communications & Campaigns Officer, manage a supporter journey model which aims to continually engage new supporters to donate and encourage existing supporters to donate regularly and to take action to further Detention Action’s campaigning goals
* Oversee the monitoring and evaluation of the individual and regular giving fundraising programme against agreed targets and metrics.

**Organisational**

* Attend internal and external meetings and provide media & campaigns advice and expertise to colleagues and partners as required.
* Work with partner organisations on key strategic initiatives and identify partner individuals & organisations to help us achieve our goals.

**Communications & Campaigns Manager Job Specification**

**Essential:**

1. At least five years working in media, campaigning, digital campaigns and fundraising or digital content creation with a proven track record of success
2. Extensive experience liaising with the media effectively to further campaigning aims.
3. Excellent written, copywriting and editing skills and proven ability to communicate campaigning messages in a compelling, succinct and engaging way
4. Experience creating multimedia content for a variety of audiences, including graphics, video and written content.
5. Experience using digital campaigning platforms, such as Engaging Networks and Blue State Digital.
6. Excellent campaigning judgment and experience in designing popular, results-oriented, successful campaigns in either the private, public or charity sector
7. Experience and proven track record in digital fundraising, including devising comprehensive user journeys and growing digital income year on year.
8. Proven creative skills
9. Knowledge and experience of using software and digital tools to deliver long-term public and fundraising campaigns
10. Commitment to human rights and Detention Action’s campaigning goals

**Desirable:**

1. Lived experience of the UK’s detention, deportation & asylum systems.
2. Experience working on human rights issues and campaigns
3. Experience working to tight deadlines within a close-knit team in a busy environment
4. Experience using design software (Indesign/Photoshop/Illustrator/AfterEffects)

## CONDITIONS OF SERVICE

**POST: Campaigns and Digital Manager**

**Salary:** £37,000 per annum pro rata, plus 5.5% employer pension contributions. Employees also make a 2.5% contribution to the pension scheme.

**Contract:** This is a fixed term position for an initial one year, with a strong possibility of extension.

**Working Week**: Our working hours are 9am – 5pm, Monday to Friday. There will be some evening work and occasional weekend commitments.

**Annual Leave:** 25 days per annum pro rata, plus public holidays.

**Probation:** 3 months.

**Place of work:** The Green House, 244-254 Cambridge Heath Road, London E2 9DA. While the role is ordinarily office-based, all staff are predominantly working from home as of May 2021 due to the COVID-19 situation. We anticipate developing a hybrid model balancing time working from the office and from home for staff over the coming months. We would also consider applications from those based outside London and looking for a predominantly home-based role.

**Flexibility:** The job description sets out duties that exist at the moment. They may vary from time to time without changing the general character of the duties or the level of responsibility. Such variations may be a common occurrence and cannot in themselves justify a reconsideration of the post.