



JOB PROFILE – Campaign Communications Officer (March 2017)

Job Title: Campaign Communications Officer (Permanent, 4 days / 28 hours per week)

Reports to: Director

Location: London

Salary: £33,189 pro rata (i.e. £26,551)

Deadline for applications: Tuesday 18 April, 9am

1. About Jubilee Debt Campaign

Jubilee Debt Campaign is part of a global movement demanding freedom from the slavery of unjust debts and a new financial system that puts people first. Inspired by the ancient concept of 'jubilee', we campaign for a world where debt is no longer used as a form of power by which the rich exploit the poor. We believe that freedom from debt slavery is a necessary step towards a world in which our common resources are used to realise equality, justice and human dignity.

Founded in 1996, we are the only UK campaigning organisation working on sovereign debt, and have a strong track record of delivering progress on global debt issues. We have a small staff team of 5 people, but punch well above our weight in terms of campaigning impacts. Key successes include \$130 billion of debt cancellation for developing countries between 2000 and 2015 as part of the global Jubilee campaign; an Act of Parliament to protect 40 impoverished countries from being sued by vulture funds in the UK; a new set of UN principles for sovereign debt restructuring; and \$100 million of debt cancellation for Ebola-affected countries.

In 2015 we revised our charitable purpose to enable us to bring our expertise and experience of working on debt crises in developing countries to bear on the debt problems and opportunities facing the UK economy. In 2017 our priority campaigns are on the new debt crisis in the global South and stopping the global push on destructive so-called 'Public Private Partnerships'. We are also launching our new UK debt work, with a focus on the injustices of student debt and NHS debt resulting from the disastrous Private Finance Initiative.

We bring a broad, agile, and creative approach to our work, combining robust, evidence-based research and policy development; targeted and impactful advocacy and media work; and popular education and awareness-raising around debt and broader economic justice issues. We have a network of local groups, a growing community of online activists, and strong connections with organisations working on economics, debt, poverty and sustainable development in the UK and around the world.

We are secular, independent of any political party, and committed to principles of nonviolence and equal opportunity.

2. About the position

We are looking for an experienced, creative, tech-savvy communications all-rounder to oversee all of our communications with our supporters, manage our website and social media, and help design and implement smart and effective campaign communications that help us win campaigns for debt justice.

This is a permanent role on 4 days / 28 hours per week. There may be an opportunity to increase to 5 days per week at a later date, depending on organisational finances and the preferences of the appointee.

JDC offers pension contributions of 3% of salary (rising to 7.5% if equivalent contributions are made by salary sacrifice from the employee), an annual leave entitlement of 5.2 weeks (21 days) per year plus bank holidays, and flexi-time working arrangements outside the core hours of 10am-4pm. The role is based in our central London office near Old Street.

3. Job Description

This is a broad role and the job description covers the full range of responsibilities and activities of the post. Emphasis and priority amongst these will vary depending on the stage of project, campaign and organisational plans.

Communications Coordination & Strategy

- Overseeing all electronic and print communications with Jubilee Debt Campaign's supporters, ensuring high quality, targeted, timely communications with consistency of messaging
- Ensuring compliance of electronic and print communications with Code of Fundraising Practice requirements in relation to data collection and consent
- Working with the Director on communications strategy development and implementation
- Keeping on top of debates and best practice in relation to narratives and frames for progressive campaigning
- Engaging in campaign strategy development to help shape campaign narratives and messaging and ensure that campaigns are delivering on communication goals

Digital Communications

- Website management, including:
 - Liaison with web hosts and other online service providers, ensuring best value
 - Overseeing, editing and creating online content, ensuring it is regular, up-to-date, accurate, and well written
 - Ongoing development of website functionality
 - Monitoring and evaluating the success of our online presence, including writing periodic reports for the team and Jubilee Debt Campaign's Board of Trustees
- Management of all social networking tools, including ensuring regular, on-message content on Facebook and Twitter
- Management of electronic communications, including:
 - Data segmentation for targeting of communications and 'split testing' of emails
 - Working with others in the campaigns team on the development of content for effective online actions, newsletter etc.
 - Commissioning and overseeing external designers / agencies to produce extra online content
 - Ongoing development of methods for promoting online communications
- Management of photo and video libraries, ensuring they are well stocked and well filed
- Keeping abreast of technological developments and identifying innovative communications opportunities

Print & Audio-visual Communications

- Leading on design, development, production and distribution of physical campaign, communication and fundraising materials, including writing and editing copy, and liaison with designers, printers and mailing houses
- Commissioning and producing podcasts, vlogs and short films

Budget Management

- Management of communications budget and individual campaign / event project budgets as agreed

News Media

- Media monitoring (shared responsibility with other members of the campaigns team)
- Helping with responding to media inquiries, including drafting and distribution of press releases (in conjunction with the Director and Senior Policy Officer)

Events

- Helping to organise Jubilee Debt Campaign events, including conferences, activist gatherings, protests and photo stunts, including taking the lead on certain events
- Supporting Jubilee Debt Campaign's presence at external events, including conferences, festivals etc.
- Occasional external representation of Jubilee Debt Campaign, including public speaking at conferences and other events, liaison with interested parties about our campaigns, and attending civil society meetings in the UK and internationally.

Policy & Politics

- Maintaining an up-to-date knowledge and understanding of key policy and political developments relating to Jubilee Debt Campaign's priority campaigns and other high profile global and UK debt issues
- Advising on the framing and structure of policy reports and briefings to maximise impact and accessibility

Training

- Training other JDC staff in the use of the website and other digital communications
- Training, advice and support for JDC activists on all aspects of digital communications, including website creation and maintenance, social media etc.

Organisational

- Participating in staff meetings on both strategy and day-to-day operations
- Contributing to the development of organisational, activism and fundraising strategies
- Assisting in the development of funding applications and attending meetings with donors as required.
- Helping with facilitation of team meetings
- Attending relevant Board meetings

Line Management

None

Other

Any other duties consistent with the post as required

4. Person Specification

ESSENTIAL

- At least two years' experience of campaigning on a political or social issue, either through an established organisation or grassroots campaigning group
- Experience of overseeing the website and social media tools of an organisation, campaign or grassroots activist group.
- Experience of managing online projects, including (ideally) overseeing digital communications agencies in delivering services for an organisation
- Experience of running email campaigns
- Experience of managing supporter data from online sources
- Experience of project managing design and production of printed communication materials, including reports, briefings and campaign postcards
- Ability to write sharp, engaging copy for a range of audiences
- Excellent online content management skills, including good knowledge of Wordpress or other content management system, and of Mailchimp or other email marketing software
- A sound understanding of website design, navigation, functional operation and accessibility issues
- Excellent, proven editing skills
- Experience of working with picture editing software
- Strong project management skills, including good time management, prioritisation, and follow through
- Competent user of Microsoft Office
- A strong and demonstrable commitment to Jubilee Debt Campaign's vision and mission
- Proven ability to work to tight deadlines and under pressure, and to react to changing events
- Creativity and initiative, including ability to spot and seize opportunities
- Ability to work effectively as part of a team, including listening to others and devising and delivering plans collectively
- Commitment to treating others equally, and openness to exploring questions around power and privilege and how we can change our behaviours and attitudes towards others to help build a fairer society.
- Ability and willingness to travel and work out of hours, including some evenings and weekends as agreed

DESIRABLE

- Experience of developing and implementing overarching campaign communication strategies
- Experience of analysing supporter data as part of a campaign
- Experience of event organising
- Experience of budget management
- Knowledge and understanding of economic justice issues, for example the problems with neoliberalism and austerity
- Knowledge and understanding of contemporary debates and best practice in relation to narratives and frames for progressive campaigning
- Knowledge of Fundraising Code of Practice requirements in relation to data collection and consent
- Knowledge of HTML, CSS, JavaScript, PHP or similar
- Knowledge of Microsoft Access, or other customer record management software

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