



Dear Applicant,

Re: Communications and Campaigns Manager

Thank you for your interest in working with Peer Power. This application pack contains information about who we're looking for, how to apply, the job description, and the person specification.

I founded Peer Power as a response to what children and young people across England and Wales said needed to change to improve support services like youth justice, mental health and social care, and because of my own lived experience of adversity and trauma.

Our empathy-based and relational charity creates system change and individual change for the young people we support. These are young people with the lived expertise to make real changes in support services for their peers, increasing their positive peer networks and helping them to improve their wellbeing. You can learn more about our work and our vision, mission and values by exploring our website [www.peerpower.org.uk](http://www.peerpower.org.uk).

We are a small, warm and open team, and the successful applicant can expect to work in a positive, emotionally responsive and flexible environment. It's a real opportunity for someone to have a substantial influence on a small, creative, and fast growing local charity with a national reach.

We're all really looking forward to welcoming you into our team.

With my best wishes,

A handwritten signature in black ink, appearing to read "Anne-Marie Douglas".

Anne-Marie Douglas  
Founder & CEO

**About us:** Peer Power is an empathy-led social justice charity. We partner with children, teenagers and young adults who have experienced injustice, abuse, loss and exclusion. Some have described themselves as being “abandoned by society”. Together, we work to heal trauma and adversity through caring relationships, finding the power and positivity in our stories.

We work with two goals in mind: individual change, and change to services and systems. We work with our young partners as they develop the skills and experience to be future leaders, and as they influence and inspire action among those delivering, designing or commissioning services for young people.

Our most recent annual report can be found [here](#).

**The role:** The charity goes into its fifth year in 2021, and this role is crucial to help us realise our ambitions of supporting more young people with their social action projects and system change activities, packaging up and delivering training outside London and exploring routes for scaling our impact.

You will have the opportunity to be a part of our team and see young people’s journey from ‘peer to professional’, contribute to our healing peer community, and witness how support services improve and change because of the engagement of young people. You will engage with the media, and work with agencies such as Ministry of Justice, NHS England and Youth Justice Board, and our funders, opening up networks and opportunities.

We’re looking for an individual who is able to empathise with and support young people to influence change in the health and justice system; someone energetic and ambitious, and wants to contribute their time, passion and positive energy to our mission! Is this you?

**How to Apply:** Please send a CV and cover letter (two pages maximum) telling us about yourself and what you could bring to Peer Power in this role. Please make it clear in your application how you meet the essential and desirable criteria in the role description and person specification below, highlighting your areas of strength and areas of the role you would look to outsource.

Please indicate in your application the date at which you are available to start and/or your notice period for your current role.

We expect to appoint someone at the start point of the salary scale or near to this, except in exceptional circumstances.

Applications should be returned for the attention of Lucy Hill to [info@peerpower.org.uk](mailto:info@peerpower.org.uk) by deadline – Sunday, 14 February 2021 at midnight.

Possible Interview date (TBC): Tuesday, 23 February 2021

Please send any queries about the role to [info@peerpower.org.uk](mailto:info@peerpower.org.uk).



## Role Description

<b>Role</b>	Communications and Campaigns Manager
<b>Office Base</b>	London Office (Vauxhall)
<b>Salary</b>	£33,000-45,000 Pro Rata. Fixed term contract for one year (with the likelihood of extension, subject to further funding)
<b>Hours</b>	17.5 hours per week
<b>Leave</b>	25 days and 8 Bank Holidays plus 2 personal days plus 3 discretionary days between Christmas and New Year (FTE)
<b>Reporting to:</b>	Deputy CEO
<b>Key purpose:</b>	<ul style="list-style-type: none"> <li>• <b>Co-designing and delivering our communications and campaigns strategy:</b> working with the whole team (including with teenagers and young adults engaged with the charity) to develop and deliver a new and successful marketing, communications and campaigns strategy that promotes the organisation's work and supports projects, fundraising and corporate partnership initiatives.</li> <li>• <b>Supporting business growth:</b> meeting personal and organisational marketing and communications targets and business and income generation objectives.</li> <li>• <b>Reinforcing organisational culture:</b> building and maintaining an empathic, positive and relational culture within the organisation with strong, clear, and consistent internal and external communications that reflect our values and the voices of our Young Partners.</li> <li>• <b>Advancing our mission through communications:</b> ensuring that the organisation's communications are of the highest quality and that they support and advance our charitable objectives.</li> </ul>
<b>Main duties and responsibilities</b>	
<b>Communications strategy</b>	<ul style="list-style-type: none"> <li>• Develop and implement a communications strategy in partnership with the whole team, including Young Partners and Trustees, using multichannel communications, balancing digital and traditional formats.</li> <li>• Work with the whole team to plan and deliver the communications plan that underpins campaigns, fundraising and projects.</li> <li>• Develop and deliver the crisis communications strategy, in line with the requirements of the Charity Commission.</li> <li>• Lead the development of the Peer Power brand and presence across all communications and marketing channels.</li> <li>• Manage the communications budget.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop and deliver a strong, innovative campaign strategy, underpinned by knowledge of the best examples of campaigning and movement-building from across the world.</li> <li>• Keep abreast of policy issues, maintaining an understanding of the changing economic, political, legal, social and technical context within which our work and campaigns are situated.</li> <li>• Develop and maintain excellent relationships with political stakeholders.</li> </ul>
<b>Content creation and management</b>	<ul style="list-style-type: none"> <li>• Develop, manage and maintain Peer Power’s social media accounts and oversee production of video content and podcasts, in conjunction with other team members and Young Partners.</li> <li>• Maintain the Peer Power website, ensuring engaging and useful content for partners, supporters and the general public.</li> <li>• Create an integrated approach to external communications. Lead on development and improvement of user journeys across Peer Power services and digital landscape.</li> <li>• Create various communication resources including newsletters, reports, infographics, letters, press releases and presentations.</li> <li>• Create marketing materials for our training packages.</li> <li>• Lead on Peer Power campaigns and support Young Partners with their own social action campaigns, creating and facilitating media and social media coverage, including researching relevant local channels to target audiences with campaign messaging.</li> <li>• Analyse and understand which stakeholders our social media content reaches, and work with the team and young partners to develop content that attracts the target audiences to our organisation.</li> <li>• Collect Peer Power’s impact stories from the team, from Young Partners and from external organisations or individuals, including reports, case studies, comments and messages, and other feedback.</li> <li>• Use digital campaigning tools to achieve the greatest impact.</li> </ul>
<b>PR, media &amp; events</b>	<ul style="list-style-type: none"> <li>• Manage visits to our projects by individuals and organisations, including high profile guests.</li> <li>• Take responsibility for the organisation of Peer Power’s annual awards, and any additional high profile events that Peer Power is involved with.</li> <li>• Assist the Senior Management Team and Trustees to identify and manage potential risks related to Peer Power’s communications and public image.</li> <li>• Identify and manage new and relevant media channels and press opportunities and build relationships to enable positive and creative coverage in specialist, local and national media.</li> <li>• Work creatively with our Young Partners to identify integrated communications and campaigns opportunities that complement our work and strengthen our movement.</li> <li>• Identify moments in the political or public calendar that could provide effective focus for our campaigns.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Line manage a person in a junior communications role.</li> <li>• Work with Peer Power Senior Management Team and Trustees to ensure oversight of strategic and operational matters and support the CEO.</li> </ul>

	<ul style="list-style-type: none"> <li>• Work with the CEO and fundraising lead to align Peer Power’s fundraising strategy with Peer Power’s communications work.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Maintain and develop organisational culture, values and reputation with all staff, associates and external stakeholders.</li> <li>• Explore cost-effective solutions that minimise our use of resources.</li> <li>• Implement and assist in the development, review and maintenance of organisational policies and strategy.</li> <li>• Participate in team meetings, evaluations, supervision/reviews and planning sessions and in Peer Power’s overall development.</li> <li>• Attend board meetings, and provide relevant reports and updates.</li> <li>• Positively promote and support the engagement of young people with the work of Peer Power, being prepared to explain, adapt and collaborate with young people to ensure their meaningful involvement in the organisation.</li> <li>• Live the values of Peer Power (Empathy, Respect, Fairness, Openness and Honesty, Positivity and Love) and abide by them in the work setting through the policies and professional practice of your work.</li> <li>• Uphold and work within Peer Power policies and procedures, including Equal Opportunities, Health and Safety and Child &amp; Vulnerable Adult Protection policies.</li> <li>• Undertake any other duties, as appropriate to the post, as delegated by the line manager.</li> </ul>

### Person Specification

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications/ Education/ Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience in a management role within communications, marketing or media</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing/PR/Communications Qualification (e.g. CIM Postgraduate or CIM Diploma)</li> </ul>
<b>Professional Experience &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Experience of co-designing creative communications projects and/or campaigns from conception to conclusion</li> <li>• Experience using design and visual editing software</li> <li>• Experience of using a content management system to update websites e.g., WordPress</li> <li>• Experience of marketing services</li> <li>• Experience of successful relationship building and collaborative working with a</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding youth culture &amp; cultural competency</li> <li>• Experience of communications in charity sector, local Government, APPG or MP, campaigning or advocacy organisation</li> <li>• Experience of working within the public policy arena, submitting evidence to government panels, consultations &amp; influencing policy makers</li> <li>• Ongoing strategic relationships with journalists</li> </ul>

	<p>diverse range of stakeholders from different backgrounds</p> <ul style="list-style-type: none"> <li>• Experience of selling media stories to a range of outlets and building relationships with relevant members of the press</li> <li>• Experience of dealing with media requests and discerning and pursuing strategic opportunities</li> <li>• Substantial experience of all digital and media communication channels</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of organising high quality events</li> </ul>
<p><b>Abilities and Skills</b></p>	<ul style="list-style-type: none"> <li>• Ability to work autonomously, prioritise work, handle pressure and take day-to-day decisions</li> <li>• Excellent presentation, organisational, communication, negotiation and influencing skills</li> <li>• Able to exercise diplomacy, sensitivity, resourcefulness, and build partnerships and consensus, within teams and among other stakeholders</li> <li>• Collaborative team-player, able to play to different people's strengths and abilities</li> <li>• Willing to learn quickly and adapt to new situations, seeking appropriate advice and expertise where needed</li> <li>• Able to bring a strong vision of development, continuous improvement and growth for Peer Power</li> <li>• Good time management skills and the ability to work pro-actively to meet tight deadlines</li> <li>• High attention to detail and accuracy</li> <li>• Demonstrate strategic thinking in developing and delivering campaign strategies</li> </ul>	

<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Highly motivated self-starter</li> <li>• Strong commitment to Peer Power values and social justice</li> <li>• Strong commitment and passion for working alongside young people</li> <li>• A willingness and flexibility to work evenings and weekends occasionally by prior agreement</li> <li>• Excellent inter-personal skills, values led, with a high level of social and emotional intelligence</li> <li>• Empathic, fair and kind, and can relate to and connect with people from a wide range of backgrounds and experiences</li> <li>• Thrive working in fast paced environments</li> </ul>	
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**Equal Opportunities:** We are committed to equal opportunities and welcome applications from all sections of the community, including those with criminal records, regardless of any protected characteristics. We especially welcome applications from people who have overcome significant adversity in their lives and are now able to inspire others positively through their journey and progress.

At Peer Power, we believe that there are many ways of meeting the requirements for the position. Candidates may have acquired relevant knowledge or skills through life experience rather than work, if you believe this is the case, please try to demonstrate this in your CV and letter.

Peer Power, in compliance with the Disability Discrimination Act 1995, 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. If you need any reasonable adjustments please contact: Lucy Hill, Operations Manager at [lucyhill@peerpower.org.uk](mailto:lucyhill@peerpower.org.uk).

**Recruiting Applicants with Criminal Records:** We recognise the contribution that people with criminal records can make as employees and volunteers, and welcome applications from them. A person's criminal record will not, in itself, bar that individual from being appointed to a post at Peer Power.

- All cases will be examined on an individual basis and will take the following into consideration:
  - Whether the conviction is relevant to the position applied for,

- The seriousness of any offence revealed,
- The age of the applicant at the time of the offence(s),
- The length of time since the offence(s) occurred,
- Whether the applicant has a pattern of offending behaviour,
- The circumstances surrounding the offence(s) and the explanation(s) offered by the person concerned, and,
- Whether the applicant's circumstances have changed since the offending behaviour.

Further advice and guidance on disclosing a criminal record can be obtained from [Unlock](#).

As our work involves regulated activity with children, young people and vulnerable adults it is exempt from the Rehabilitation of Offenders Act 1974 and all subsequent amendments (England and Wales). We will ask you to declare at shortlisting stage, the following:

- I am not barred or disqualified from working with vulnerable groups, children or young people.
- I am not subject to any sanctions or conditions on my employment imposed by the Independent Safeguarding Authority, Secretary of State or other regulatory body.

**Safeguarding:** We recognise our responsibility to safeguard the welfare of all children and young people, and commit to recruitment practices which protect them. We require all employees and volunteers to undertake an enhanced DBS disclosure and pre-employment checks. If you are given a conditional job offer at Peer Power, you will need to complete a Declaration of Criminal Convictions Form and complete a satisfactory Enhanced DBS, Work Assessment & References check before the job offer is final.