

## Communications Coordinator (part time)

### Job description

<b>Salary</b>	£19,890 - £23,000 (pro rata) depending on experience
<b>Hours:</b>	Part-time: 2-3 days per week (we can offer flexibility on how these are worked)
<b>Contract type:</b>	12 months (with potential for extension)
<b>Location</b>	London (Spitalfields, E1)
<b>Reporting to:</b>	Head of Policy, Impact and Communications

<b>Application deadline:</b>	10am on Monday 18 <sup>th</sup> March 2019
<b>Interviews:</b>	Week commencing 25 <sup>th</sup> March 2019
<b>Start date:</b>	ASAP

### About Switchback

[Switchback](#) is an award-winning charity enabling young men in the criminal justice system to achieve wholesale change in their lives. We provide intensive one-to-one support either side of the prison gate alongside real-work training after release, supporting young men to build a stable life they can be proud of.

Established in 2008 in the heart of East London, for 10 years we have provided one thing for our Trainees: a consistent, transformative relationship lasting as long as it takes. It's hard to change your life after prison, and although many young men leave prison determined not to return they have very limited support and face daunting hurdles as soon as they exit the prison gates. This often includes homelessness, debt, mental health issues and no legitimate work experience. Returning to crime can seem like a quick fix, and so the cycle continues. At Switchback, we offer these young men the long-term support that others cannot, guiding our Trainees to take control, enter work and live life in a completely different way.

Our approach works: 92% of Switchback Trainees don't reoffend, 78% of programme finishers move into long-term work and 57% make a fundamental shift in lifestyle and mindset. Read more at [www.switchback.org.uk](http://www.switchback.org.uk).

### About the role

**Do you have a talent for telling compelling human stories to different audiences? Are you excited by the chance to help a small, dynamic charity become more effective at communicating and building up our support base?**

We are seeking a part-time Communications Coordinator to accelerate awareness of Switchback's work, the impact we have and the experiences of our Trainees.

This is a new role for Switchback at an exciting time in our growth and development. Central to our new strategy is using communications to drive forward our ambitious plans for delivery, fundraising and campaigning. You will be joining a small, passionate team based in Spitalfields, punching above our weight and keeping our Trainees at the heart of everything we do.

As Communications Coordinator you will work closely with the senior management team to ensure great written and visual content across our external communications from our funding applications to printed marketing materials, social media and e-newsletters.

The right candidate will have the skills and passion to tell powerful stories about our work and the lives of the young men we support, and the knowhow to use different channels to spread those messages and create new support for Switchback.

## Responsibilities

### Content creation and coordination (60%)

- Create regular, high quality written content including Trainee and partnership case studies, quotes and anecdotes for use across fundraising, delivery and policy activity.
- Facilitate production of other multimedia content such as videos, graphics and photos, liaising with external agencies, freelancers or volunteers to fill skills gaps where necessary.
- Work with Switchback Trainees to create content in a sensitive way, ensuring that Trainees' best interests are always respected and put first.
- Support with research and testing of digital marketing techniques to build up our supporter base.
- Support with design of marketing materials such as posters, flyers and brochures, liaising with external agencies, freelancers or volunteers to fill skills gaps as necessary.
- Coordinate Switchback's library of communications assets such as case studies, quotations, photos, video and audio clips, working closely with delivery staff to keep content up-to-date.
- Support with press engagement including handling media enquiries, creating and circulating press releases and securing placement of stories and articles.
- Support the Head of Policy, Impact & Communications with development and delivery of an overall communications strategy for Switchback.

### Social media (30%)

- Manage Switchback's social media channels to improve brand awareness, increase engagement and supports strategic priorities including fundraising, recruitment and influencing.
- Ensure a consistent, distinctively human voice across all social media content.
- Use relevant tools to plan ahead and schedule future content.
- Support development of a social media strategy with appropriate objectives and metrics.

### Administration and other (10%)

- Coordinate and publish Switchback's quarterly e-newsletter, including upkeep of our mailing list.
- Update website content as required.
- Support the upkeep and updating of contacts on Switchback's CRM (on Salesforce).
- Develop monitoring processes to track progress and impact of communications activity.
- Liaise with agencies as required to coordinate external communications and social media support.
- Take part in team meetings, Switchback staff days, or other meetings as required.
- Other such duties as shall reasonably be required by the Senior Management Team or Trustees.

## Person specification

### Essential

- Passionate about Switchback's vision and mission as a charity.
- Creative with strong writing skills and experience. Ability to write compelling content in plain English.
- Excellent interpersonal and communication skills

- Comfortable working with people from a range of backgrounds. Understand and respect the need for the best interests of our Trainees to always come first.
- Ability to manage and prioritise your workload, be pro-active and use your initiative to develop and implement new ideas. Prepared to adapt to the changing demands of a small charity.
- Experience handling social media accounts.
- Competent with ICT and comfortable learning new systems and platforms.

## Desirable

- Experience planning and scheduling social media content using appropriate online tools
- Experience of graphic design or branding.
- Experience of photography or filmmaking.
- Experience managing mailing lists including use of Mailchimp and/or Salesforce
- Experience using Adobe InDesign, Adobe Illustrator, Wordpress or similar platforms.

## How to apply

Please send the following to [jobs@switchback.org.uk](mailto:jobs@switchback.org.uk) by **10am** on **Monday 18<sup>th</sup> March 2019**:

- Your **CV**
- A completed **personal statement form** (downloadable from Switchback's website<sup>1</sup>)

Interviews will be held in the week commencing 25<sup>th</sup> March 2019.

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<sup>1</sup> <https://www.switchback.org.uk/get-involved/careers>