

Information pack

Press and digital officer

October 2017



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Report to	External Relations Director
Closing date	1st November 2017
Salary	£23-27,000 dependent on experience
Hours	Full time
Location	London, WC1
Contract	One year

The organisation

Unlocked Graduates is a charity that aims to change the way we develop society's future leaders, as well as how we think about prisons and prisoners by focusing on rehabilitation, and addressing the damage and cost of reoffending.

At the core of Unlocked Graduates is a new leadership programme that will get top graduates into prisons working as frontline prison officers for two years. The project grew out of a recommendation in the Coates' Review of prison education.

Our participants will be asked to focus on rehabilitation and breaking cycles of re-offending to give second chances to those who lacked opportunities earlier in life. This work will form part of their studies for a master's degree which they will complete while taking on the full duties of a frontline prison officer. At the end of the programme they will be asked to develop policy ideas that they think have the potential to influence systemic change.

It's a model we know can work to improve public services – recent research on the Teach First scheme credited their work for a measurable improvement in London schools.

We want the programme to raise the status of a currently invisible and undervalued public service by attracting a different kind of leader to work in prisons and help identify ways to reform the prison system, reduce re-offending and improve rehabilitation. We also want our participants to consider entering other professions and sectors at the end of the two years and are building corporate relationships to offer such opportunities.

The role

This is a new role to bring more media and digital and capacity to the external relations team as we build our in-house team. Working closely with colleagues across the organisation – especially in recruitment – this role will drive the placement of targeted coverage to drive applications and build the reputation of Unlocked Graduates.

At the same time, they will oversee a wide variety of content development and broadcast channels. S/he will be familiar with, or willing to build a high level of competency in, a range of social media channels as well as acting as the primary internal web editor.

Key accountabilities will include the following.

- Act as first point of contact for media, managing speedy responses to questions and building relationships with key journalists.
- Identify, develop and pitch news and feature ideas to raise awareness of the Unlocked programme. This will include working with participants, colleagues and partners in government and the third sector to arrange interviews and access.
- Monitor a wide range of news and sector sources to stay abreast of relevant policy and parliamentary developments. Identify opportunities for Unlocked Graduates to grow its public profile and share regular political and policy updates with internal and external audiences.
- Edit all digital content for external audiences, writing content for web, newsletters and social media channels.
- Drive the dissemination of this content, maintaining a rigorous editorial calendar and leading regular website reviews to identify and share high quality content.
- Maintain a cutting-edge understanding of the best way to use social media channels to maximum effect, steadily growing our audiences and ensuring high levels of engagement.
- Support the delivery of occasional high-profile events.

Person specification

Knowledge and experience

- Demonstrable relevant experience with a proven record in:
 - Developing and pitching media stories
 - Managing excellent websites, preferably with a working knowledge of WordPress to effectively manage developers and a good understanding of SEO principles.
 - Growing engaged, opted-in audiences on social media channels (especially Facebook, Twitter and LinkedIn).

- Excellent written communication and presentation skills and an ability to communicate and build strong relationships with a wide range of people.
- Computer literate, especially in the use of Microsoft. Technical design skills, from the design features in Word and PowerPoint through to high-end design programmes would also be desirable, as would a good understanding of social media tools such as Buffer, Tweetdeck etc.
- An eye for good design and experience developing and applying a strong brand across a range of channels. (Desirable)
- Experience or understanding of paid-for digital and social media campaigns.
- Good data analysis skills, with the ability to interpret data and statistics to develop stories and content. (Desirable)
- Experience managing and commissioning events, print and design services. (Desirable)
- An understanding of or interest in the criminal justice system and/or similar graduate recruitment programmes. (Desirable)

Characteristics and skills

- Strong belief and enthusiasm for Unlocked Graduates' aims and mission.
- Exceptional interpersonal skills, with the ability to build strong relationships internally and externally.
- A creative approach and self-starting ability to create effective solutions with limited resource.
- Methodical, organised and able to work with attention to detail.
- Ability to work on own initiative and prioritise workload in a busy team environment.
- A team player, who is willing to deliver practically on the ground and be hands-on.
- Regularly evaluates own performance to build on strengths and identify areas to improve.

Other requirements

- Right to work in the UK.
- Willingness to travel within the UK – including overnight stays, evening events and weekend work.

To make an application

To apply, please send a **CV and a letter of application** which explains your interest in this post and how you meet the points in the person specification above.

Please also tell us:

- Details of two referees (these will not be contacted without your prior knowledge).
- Where you heard about this role.
- Your current salary.

And kindly complete and send the [equal opportunities monitoring form](#).

Applications can be made by email. Applications should be sent to jobs@unlockedgrads.org.uk.

If you would like to have an informal and confidential discussion about the role or about the process please contact sarah.pearson@unlockedgrads.org.

Closing date: 1st November 2017 at midday.

Interviews: First round interviews will be held during the week commencing of November 6th with the second round taking place from November 20th. Please let us know if you will have any limits on your availability during this time.

For more information about Unlocked Graduates please visit our [website](#).