

November 2022

Dear Applicant

Communications Manager

Thank you for your interest in South West London Law Centres and the post of Communications Manager. Please find below a copy of the job description and person specification for this part-time role.

Our Law Centre helps local people across south-west London to access justice and uphold their everyday rights, by providing specialist legal advice on social justice issues including housing, employment, debt, benefits, asylum and immigration.

Without the free or low-cost legal services our charity provides, many people we help would be locked out of accessing justice, because they can't afford a lawyer. You can see our impact in our [annual review](#).

We are looking for an experienced candidate with a proven track record who can continue to develop our communications work, raise both our profile and awareness of the issues our clients face, and inspire support. The role is a permanent one after completion of probation.

We're the largest law centre in the UK and we provide a wide-ranging service helping thousands of people at difficult moments in their lives.

It's vital that our local community knows we're here to help them, and this role is key to ensuring this. It's also vital that this role continues to significantly raise the profile of the Law Centre with local and national stakeholders, potential funders and the general public. Having been a new post only three years ago, this role is now an integral part of the Law Centre's work.

The Communications Manager will be supported by Senior Management Team, but will also need to be a self-starter who has autonomy to think creatively, and the confidence and experience to lead our communications work, and collaborate with our team of expert advisers and support staff.

If you share our commitment to address injustice, discrimination, inequality and poverty, then this could be an exciting opportunity for you.

The application process:

To apply, please complete the application form which can be downloaded [here](#) or from our website at www.swllc.org/about-us/jobs/. Your application should address what we are looking for in our job description and person specification. Please return this by e-mail to recruitment@swllc.org

The deadline for applications is Tuesday 6 December. Applications received after the closing date and time will not be considered. We intend to invite the successful candidates to **interview during the week commencing 12 December.**

If you'd like an informal chat about the post, you can email me on Patrick.marples@swllc.org to arrange a convenient time to speak.

We look forward to receiving your application.

Yours faithfully,

Patrick Marples
Chief Executive

Job Description: Communications Manager

Hours of work: 21 hours per week, with working days to be negotiated as part of the application process.

Responsible to Senior Management Team

Salary: £21,000 (pro rata of £35,000 per annum), with an employee pension contribution of 4% salary.

Holidays: 18 days plus Bank Holidays (pro rata of standard Law Centre holiday)

Location: Initially at our Croydon office, with travel to our other offices and locations but remote working will be possible after the successful completion of a probation period.

About South West London Law Centres

As a community Law Centre, we believe everyone should have access to justice, regardless of income. That's why we support local people to uphold their everyday rights through free community legal advice clinics, and free or low-cost casework and representation from our social justice lawyers.

It's how last year we helped 6,663 people to stay in their homes, clear debts, resolve employment problems, protect themselves and their families, and access social security payments to prevent them from being pulled into poverty. Find out more on our website about our impact:

<https://swllc.org/about-us/impact/>

We are funded through legal aid, grants, corporate donations and in a limited way now charge for some services in employment and immigration.

About the role

Working closely with the Senior Management Team, our Trustee Board and other staff members, you will lead and implement the continued development of our communications strategy across a range of platforms, including digital.

You will create compelling communications that raise awareness of the Law Centre's work and the issues our clients face, and will attract new supporters, volunteers and funding opportunities.

About You

You will have a proven track record of creating clear, creative and engaging communications; be highly organized; and believe in the Law Centre's mission to help people on low incomes to access justice.

You will be a self-starter, able to work proactively and independently, but also highly-skilled in collaborating with team members, and communicating with clients who are vulnerable and/or are on low incomes. You will have experience of working in the charity sector, and ideally also with volunteers. (As the role is part-time, you may need to recruit volunteers to support the communications work, for instance with design.)

Main tasks

1. To work with the Senior Management Team and the Community Engagement Manager to continue to develop and implement our communications strategy and brand, to communicate with the public, stakeholders and supporters.
2. To communicate the work and impact of the Law Centre and to regularly write copy for our website, including news, blogs, and e-newsletters to promote our work and encourage support.
3. To communicate complex social and legal issues in a simple, engaging and accurate way; and to communicate key issues that people in our community are facing.
4. To help the Law Centre tell the story from the clients' point of view and the impact our support has on their lives: including collaborating with other staff to identify clients who can help, and being skilled at interviewing clients in a sensitive, respectful and empowering way.
5. To maintain and update our website, including continuing to monitor and develop our online triage process.
6. To continue to develop our social media strategy and profile, ensuring all our key audiences are reached and that we engage our community.
7. To develop and keep up-to-date marketing materials on our services, and make sure they reach people in our community, relevant stakeholders and referring agencies (eg leaflets, annual review).
8. To write regular press releases in collaboration with caseworkers and other Law Centre staff, that result in articles about the Law Centre in the local press at least quarterly, and nationally at least once a year.
9. To produce our annual report, and prepare and set up our AGM.
10. To prepare and submit awards submissions.
11. To co-ordinate and evaluate our regular radio appearances.
12. To work with the Deputy CEO to set up and develop a supporter base initially targeting our supporter firms and all those who have volunteered for SWLLC, ex- staff members and trustees; then public supporter acquisition.

13. To work with the CEO and Deputy CEO as well as the fundraising sub-committee to develop and distribute fundraising copy and to administer and promote challenge events such as the annual legal walks.
14. To assist the Senior Management Team in providing evidence, including client stories, for external grants and bids (eg clients' stories).
15. Keep up-to-date with policy and practice that is relevant to the Law Centre's work.
16. Attend external network events as needed.
17. From time to time you will be asked to work outside of usual working hours, including attending quarterly trustee board meetings or sub committees.

Person Specification

Essential Requirements

1. Excellent interpersonal and communication skills, and proven ability to forge new relationships.
2. Excellent written skills and proven ability to get the message across in different formats to attract a wide-ranging audience, including ability to understand and communicate complex issues in a simple and engaging way.
3. Commitment to the Law Centre's mission and objectives.
4. Energy, drive and a positive attitude.
5. Highly organised and able to manage your time well.
6. Flexibility and willingness to try new tasks.
7. Self-starter able to work on own initiative.
8. Team player able to work as part of a wider organisation, including working with volunteers.
9. Experience of creative project management – from taking a brief and developing a concept and schedule, to engaging stakeholders at relevant points, and delivering projects on time and to brief and budget (across a range of platforms and media).
10. Experience in writing engaging web copy and managing website content using WordPress.
11. Experience in successfully commissioning designers (including volunteers), and ideally experience using design platforms such as CanvaPro, to produce creative, clear and engaging communications assets.
12. Experience in media relations, including building positive relationships with journalists, writing compelling press releases, and protecting the interests of charity's clients/users.
13. Experience of using values-based strategic communications to engage and influence audiences (eg Joseph Rowntree Foundation's Talking about Poverty, Equally Ours' Talking about Equality guide etc)

Desirable Criteria

1. Experience in event-planning.

2. Demonstrable experience of raising the profile of an organisation and attracting a range of audiences to a cause.
3. Understanding of the issues facing law centre clients.
4. Lived experience of the issues facing law centre clients.