

Job Description and Personal Specification

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| Job title: | Policy & Communications Manager (Justice & Education) |
| Place of work: | <i>Pear Tree Street/Home-based</i> |
| Hours of work: | <i>Full time (37 hours per week) permanent</i> |
| Salary/Grade: | <i>Manager, Professional, Administration - Adviser</i> |
| Reports to: | Head of Communications and Digital Marketing |
| Level of screening: | n/a |

Who we are

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. We call these our '3Ps'.

We achieve this in two ways. Firstly, we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

Where you fit in

Sitting within Catch22's Communications Team, you will lead on all communications and policy relating to our Justice and Education work. This includes our intervention and rehabilitation services in prison and in the community and our alternative and specialist independent (Include) schools.

You'll deliver and expand the Justice and Education communications plan, developing high quality communications content for our website, social media channels as well as events and promotional materials.

You will also lead on gathering policy insights, through planning and delivering events such as roundtables, and formulating an advisory board for our operational managers, partner organisations and campaigning groups, to drive forward policy change at a local and national level. Supported by Catch22's Head of Policy and Campaigns, you will ensure relevant policy makers and decision makers are involved in the roundtables and capture key discussion points and recommendations in blog posts and articles as appropriate. Events will be a combination of in-person and online.

You will be a strong communicator, leading on communications with our stakeholders through regular verbal and written updates, representing Catch22 at relevant meetings and forums, and feeding into regular written reports for our partners.

You will work closely with our services and operation teams to gather success stories and impact measures to feed into Catch22's wider communications work around Justice and Education. This will include overseeing the production of written and video case studies.

Main Duties & Accountabilities

Supporting the Communications and Policy function across the Justice and Education Hub.

Communications

- Support on delivering comms elements of new contract mobilisation. Act as liaison between comms and delivery/ops team
- Develop Justice monthly comms updates, attend meetings along with Head of comms
- Support service-specific promotions, including training teams as needed.
- Coordinate strategic social media activity for Catch22 Justice and Education services. -
- Draft blog posts on themes that impact our Justice and Education services or showcase their work.
- Help to plan and develop key flagship events such as the annual Justice Conference as well as smaller online events such as Romance Fraud Webinars.
- Collate potential news stories from our Justice and Education services and work with the wider Catch22 communications team to promote to local (and national) media and policy forums as appropriate.
- Contribute to ad hoc relevant proactive news stories and pitch to media
- Reacting to media requests by responding to and liaising with journalists and services to see if there are appropriate SUs/caseworkers.
- Support services by content planning and proofing of external materials
- Support services by targeted and contract-specific communication needs.
- Support the Director of Communications and Head of Policy and Campaigns with key insight and data to inform ahead of strategic meetings or media requests.
- Build a case study bank for our services, ensuring there are strong written and video stories of service users
- Work directly with internal and external colleagues to meet the needs of the organisation and build our expertise and impact, aligned to the business' strategic enablers.
- Ensure brand consistency and messaging across marketing materials used and produced for the Justice and Education hub.
- Ensure the public digital presence of Justice and Education services are consistent and up to date, for example, website service pages.
- Line management of a communications and policy officer
- Work with the Head of comms to develop a prospective Bid pipeline and support in any content needed to support the writing of bids.
- Work with the head of comms and business development to develop promotional communications campaigns to be aligned with business development
- Work with the head of comms to create the policy and comms strategy and priorities for the Justice and Education Hub.

Policy and Public affairs

- Deliver a string of public policy events to support the campaigning aims of our Justice and Education work.
- Review events to determine what went well, what didn't and implement improvements for future events.
- Develop a strong knowledge of Justice and Education policy context and feed learnings from our services into Catch22's wider policy work.
- Attend alliance, network and coalition meetings on behalf of Catch22 and record sector position's on relevant topics
- Recruit frontline insight and experience to feed into and evidence policy positions, briefings and consultations
- Supporting on the delivery of events such as roundtables/ debates
- Supporting on relevant consultation responses
- Working with the head of Policy to develop briefings ahead of events and
- Working with the head of Policy to identify develop and write research papers

This list is not exhaustive and other duties may be required within the scope of this role.

What does good look like for this role?

- Able to form strong working relationships with Catch22 staff and external partners
- Able to organise and plan policy events effectively, ensuring they are delivered to a high standard
- Able to grasp the aims of our services quickly and talk authoritatively about their impact
- Able to apply the findings of our services to the wider policy context and inform Catch22's wider campaigning work on Justice and Education policy
- Able to work closely with the wider Catch22 communications team to maximise the impact of our services
- A keen interest in the Justice and Education policy landscape
- Driven by the potential of Catch22's front line experience to create policy change

Organisational Relationships

This role reports to the Head of Communications and Digital Marketing which sits within the Communications team. You will work closely with the operational teams of our Justice and Education Hub and other members of the Communications team. You will also represent Catch22's communications team at meetings with external organisations related to our Justice and Education work.

| Job Title: Person Specification | | | |
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| COMPETENCY | ESSENTIAL | DESIRABLE | ASSESSMENT |
| QUALIFICATIONS | Educated to degree level or with equivalent professional experience | | <i>Application</i> |
| KNOWLEDGE | Interest/Knowledge of the relevant policy areas: victim support, restorative justice, prison leavers, probation services etc. | Experience of working on policy development in relevant or related policy areas. Knowledge of working with Salesforce (or other CRM system) | Application and interview |
| EXPERIENCE | Experience of designing and delivering successful online and offline events Experience working within a communication role, ideally within the non-for-profit sector Experience of building successful stakeholder networks across a range of sectors Experience managing multiple different r | Experience of working with policy makers and/or decision makers Experience of influencing stakeholders at a local and national level Experience of line managing junior staff | <i>Application and interview</i> |
| SKILLS & ABILITIES | Ability to work well under pressure, juggling competing priorities, at pace Highly organised with effective time management skills Excellent copywriting skills and strong attention to detail | Experience on platforms such as Google Analytics Experience on website CMS such as WordPress | <i>Application and interview</i> |

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| | <p>Ability to present complex information in an accessible way to a range of audiences</p> <p>Excellent inter-personal skills</p> <p>Ability to use own initiative and work well in a team environment</p> <p>Ability to work in a matrix environment, cross-function</p> | | |
| OTHER | <p>Demonstrate Catch22 values in all areas of work</p> <p>Awareness of and commitment to Equality, Diversity & Inclusion</p> <p>Desire to develop and undertake training as required</p> | | <i>Application and interview</i> |