



Prisoners'
Education
TRUST

Job Description – Communications Officer

Job Title	Communications Officer
Salary	£28,622 per annum
Hours	Full time – 35 hours. Usual office hours are 9am – 5pm. Some evening and weekend work for which time off in lieu can be claimed.
Location	Vauxhall, South London
Responsible to	Media, Communications and Alumni Manager

At Prisoners' Education Trust (PET) we believe education has the power to transform lives. Working in every prison in England and Wales, we provide funding for over 3,000 courses a year, in levels and subjects that would otherwise be unavailable. Our policy and research work helps us understand the need for and impact of this education, as we work to raise its profile and improve provision in every prison. From our foundation in 1989, we have grown to include a staff team of 20 between London and Cardiff, as well as thriving networks of academics, fellow practitioners and alumni/ex-prisoners.

Purpose of the post

PET is a charity with ambitious plans and big changes ahead. We are adding breadth and depth to our media and communications work to support our new strategy, and ensure that PET continues to grow its influence and impact in a changing prison system. The Communications Officer will work closely with the Media, Communications and Alumni Manager to inform and engage a wide range of stakeholders – from the general public, to prison staff, to current and former prisoner learners. Their work will be essential to PET achieving its vision of making every prisoner a learner, and every prison a place to learn.

Responsibilities

- Manage PET's social media channels, monitoring impact and adapting our approach accordingly
- Manage website content, ensuring it is informative, navigable and engaging. Measuring engagement and responding accordingly
- Develop and maintain an editorial calendar, driving dissemination of content across platforms
- Write blogs and edit materials for use online and print for a variety of audiences, including current prisoners
- Assist with the writing, editing and distribution of PET e-newsletters

- Lead on identification and collection of prisoner/ex prisoner case studies and quotes, developing a working database to find and follow-up engaging stories about the power of education, and ensuring appropriate data protection at all times
- Manage image database
- Monitor news and sector sources to stay abreast of relevant developments and manage a database of PET news coverage
- Assist with PET's 2018 rebrand and website re-launch, helping in conception and delivery
- Seek out opportunities to communicate in new ways, and work on visual and creative projects including design and video production
- Assist with communications to all PET networks (Prisoner Learning Alliance, Prisoner Learning Academic Network, Prison University Partnerships in Learning and PET Alumni Network)
- Develop effective processes for improving internal communications including organising information sharing meetings and regular email update communications
- Assist with media requests
- Perform ad hoc tasks as needed

Person specification

Knowledge and experience

Essential

- Outstanding written and verbal communication skills and the proven ability to communicate effectively with different audiences
- Experience in managing and growing social media networks, particularly Twitter and Facebook and LinkedIn
- Excellent attention to detail, and the ability to proof-read to a high level
- Strong IT skills, including competence in using MS Office and social media

Desirable

- An NCTJ or equivalent journalism qualification
- Experience of using media, website and social media monitoring and analytics tools
- Knowledge of design software such as Illustrator or InDesign
- Experience of using content management systems and Mail Chimp
- Knowledge of video or audio editing software
- Knowledge of the criminal justice system

Skills and qualities

- Good organisational skills with an ability to manage multiple tasks
- A warm, professional and open-minded attitude
- An enthusiasm for PET's mission and vision and the people with whom we work
- An ability to pick up complex themes and messages quickly and disseminate them to a range of audiences
- Strong interpersonal skills, with the ability to build relationships internally and externally
- A creative approach and self-starting ability, especially when faced with limited resources
- Ability to work on own initiative and prioritise workload in a busy team environment
- An interest in building an understanding of the prison system and prison education

Outline terms and conditions of employment

1. Full time (35 hours)
2. Probationary period: 6 months.
3. Holidays: 25 days a year plus statutory bank holidays.
4. A 5% contribution towards a Group Personal Pension Scheme is offered after three months of employment (which is then backdated).
5. PET is committed to being an inclusive and diverse organisation. We therefore encourage applications from candidates from all sectors of the community and all backgrounds, in line with the protected characteristics specified in the Equality Act 2010. We also encourage applications from people with direct experience of the criminal justice system.
6. PET policy will require the holder of this post to undergo a DBS check should their job activities require unsupervised contact with vulnerable adults and/or young people. Please note this is unlikely in this role.