

March 2022

Dear Applicant,

Communications and Engagement Officer recruitment pack

Thank you very much for your interest in working for the Criminal Justice Alliance. This recruitment pack contains:

- Background information
- Job description
- Person specification
- Details of key terms and conditions
- Application form (separate file)
- Recruitment analysis form (separate file)

The closing date for applications is **11:59pm on 24 April 2022**. Interviews will be held in the **week of 2 May 2022**. Please indicate your availability in your application.

Applications – marked '*Private and Confidential- Communications and Engagement Officer*' - should be sent to recruitment@criminaljusticealliance.org.uk. Please also return the recruitment analysis form. This will be separated from your application upon receipt.

We shortlist candidates by matching details on your application form against the person specification, so please ensure personal statement in the application form carefully addresses this. We are looking for clear evidence of your experience, skills and knowledge and we are interested in all relevant experience, including beyond paid employment, that might contribute to your ability to do the job. ***Please also attach or hyperlink two different examples of your own written work such as a blog, article or press release.***

If you have a disability and would like us to make reasonable adjustments should you be invited to interview, please advise us with your application. Our offices are fully accessible. If you would like to have an informal conversation about the role, please email me on nina.champion@criminaljusticealliance.org.uk to arrange a time.

We look forward to receiving your application.

Yours sincerely,

**Nina Champion,
Director**

Background Information

The Criminal Justice Alliance is a network of [180 organisations](#) working across the criminal justice system from prevention to policing, prisons to probation and beyond including housing, health and victims' services. Our members include charities, professional associations, think tanks and research bodies.

Our vision is a fair and effective criminal justice system which is:

- **Safe:** Treats people humanely and protects their physical and mental wellbeing.
- **Smart:** Supports cross-sector solutions to significantly reduce the prison population and promotes prevention, diversion and rehabilitation.
- **Person-centred:** Meets individual needs, offers hope and opportunities for positive life change and values lived experience.
- **Restorative:** Addresses harm by supporting victims and people impacted by crime and focuses on reparation and re-connection to the community.
- **Trusted:** Is transparent, open and accountable, and promotes equality, diversity and inclusion.

Our mission is to:

- Work with our members to identify and promote solutions for change.
- Make connections between people and ideas across the criminal justice pathway.
- Connect with, and influence, policy makers and the public to achieve our vision.

Our strategy for 2019-2022 [Connecting for Change](#) included three systemic workstreams looking across the criminal justice pathway, including effective scrutiny and accountability; a fit for purpose and diverse workforce and a restorative criminal justice system.

We also have a strong focus on tackling race inequality, ensuring positive pathways from prison, promoting lived experience leadership and supporting a positive recovery from the pandemic across the criminal justice system. Our new five-year strategy will be launched in April 2022 and will build on our work to better understand and achieve systemic change in the criminal justice system, which has changing the public narrative on criminal justice as a key strand of work.

Based in central London, our small [staff team](#) is led by Director Nina Champion. The current staff team currently includes: Director, Deputy Director, Senior Policy Officer and Equalities Policy Officer. In the coming months we will also have a Project Manager to lead our lived experience leadership programme. We also regularly employ paid interns in partnership with [The Longford Trust](#) and support prison officers from [Unlocked Graduates](#) with work placements.

[Our Board](#) is made up of representatives of our member organisations with other trustees bringing outside knowledge and experience.

[Our funding](#) comes from a range of trusts and foundations, along with member subscriptions.

We value having a diverse range of perspectives, expertise and insights in the organisation. We are particularly keen to receive applications from Black, Asian and minority ethnic people and people with lived experience of the criminal justice system.

Job description – Communications and Engagement Officer

This is an exciting and varied role involving building the profile of CJA on social media and other platforms, amplifying the work of our 180+ members and promoting good communications practice in the sector and amongst journalists, with the aim of effecting systemic change in the criminal justice system.

Main tasks and responsibilities:

Communications

- Shape the development of the CJA's communications strategy in line with our exciting new five-year strategy (launching in April 2022) and lead on its implementation to reach a variety of audiences including CJA members, the wider sector, policy makers and the public.
- Develop new and creative audio/visual approaches to support the amplification of CJA members' work and the CJA's overall strategy, such as podcasts, short films, and blogs/vlogs.
- Produce weekly CJA e-bulletin and promote its distribution to the staff and service users of CJA member organisations to expand its reach and impact.
- Lead the CJA's social media presence including daily updates on Twitter and develop a presence on other platforms.
- Lead on website management, and work with external website developers on any future redesigns.
- Be the first point of contact for media enquiries.
- Proactively promote CJA campaigns, key messages and events through both traditional and social media.
- Monitor CJA communications and website through analytics/other evaluation tools; assist with reports to the Board and funders and suggest ways to increase our reach and impact.
- Ensure all CJA communications and reports are high quality and persuasive; liaise with external designer for all publications.
- Develop new ways to promote sensitive, constructive and nuanced reporting on criminal justice to journalists and trainee journalists by building relationships and initiating innovative projects with key stakeholders such as the National Union of Journalists and universities to change the public narrative on criminal justice issues.
- Set up and run a communications network among CJA members to share challenges and solutions in media and communications work in the sector.

Engagement

- Act as first point of contact for members and potential members. Visit, maintain contact and build relationships with members to better understand their work.
- Develop and maintain the Customer Relationship Management (CRM) database to keep up-to-date and accurate records of our members and other key contacts and to help target our communications and engagement more effectively to meet stakeholders' needs and interests.
- Promote CJA membership, including identifying and approaching potential new members. Process new member applications and maintain up to date member records.
- Design and distribute the annual member survey and develop other ways to gather member feedback and ideas throughout the year.

- Lead on organising quarterly member meetings with keynote speakers and expert panels.
- Develop innovative and interactive activities for members, such as the new CJA Connections Club, which will use an external stimulus such as a book, podcast, documentary to initiate discussions and learning across the sector.
- Promote the work and good practice of our members through video interviews, building on our Meet the Member blog series.
- Lead on the co-ordination, promotion and development of the annual CJA Awards and Media Awards.
- Support the policy team with organising expert groups, policy forums, roundtables and report launch events.

Other duties

- Provide logistical support for internal CJA meetings and communications.
- Contribute to the general administration and development of the charity.
- Conduct the duties of the job description in accordance with the operational policies of the CJA, including but not limited to the Diversity Policy and Safeguarding Policy.
- Maintain good working relationships with trustees, staff, volunteers and other stakeholders.
- Offer day-to-day support to paid interns through our partnership with the Longford Trust.
- Undertake any other reasonable duties as may be required.

Person Specification

Essential

- Two years' relevant work experience (paid or unpaid).
- Experience in journalism or working with journalists.
- Strong IT and social media skills.
- Experience of managing websites, including writing website copy.
- Excellent organisational skills, including some experience of event management.
- Excellent verbal and written skills to communicate persuasively with impact.
- Ability to build positive relationships with a range of stakeholders.
- Ability to work to tight deadlines, with attention to detail and accuracy.
- Ability to work flexibly as part of a small team.
- Proven commitment to equality, diversity and inclusion.
- Commitment to the vision, mission and strategic objectives of the CJA.
- Willingness to travel within England to visit members and to work outside office hours on occasion.

Desirable

- An interest in constructive journalism and influencing public narratives.
- Experience of using a CRM or other databases.
- Experience of using graphic design software.
- Experience producing video and audio content.
- Understanding or experience of the criminal justice system of England and Wales.

Key Terms and Conditions

Location V111, Vox Studios, Durham Street, London SE11 5JH. (We have an agile working policy.)

Salary £28,000 – £33,000 p.a. (depending on experience)

Normal hours Notional hours for the purpose of calculating sick pay etc are 35 hours a week. However, the demands of the post occasionally require a flexible approach to timing and duration of the working day.

Annual Leave 25 days and additional 'CJA Days' of 27-31 December inclusive.

Pension 7% employer contribution in addition to statutory employee contribution.

Probationary period Six months.

Sick Pay Prior to completion of the probationary period sick pay is at the Director's discretion. Subsequently, up to one-month full pay and two weeks half pay are payable in any 12 month period, rising incrementally to three months full pay and six weeks half pay after four years.

Notice During the probationary period you will be entitled to receive, and are required to give, at least two weeks' notice of termination. After successful completion of the probationary period you are entitled to receive, and are required to give, two months' notice of termination.