



## The Death Penalty Project

### Communications Officer – Job Description

#### About The Death Penalty Project

The Death Penalty Project (DPP) is a legal action charity based in London. Our main **purpose** is to promote and protect the human rights of those facing the death penalty in all jurisdictions, with particular reference to those countries which retain the Judicial Committee of the Privy Council in London as their final Court of Appeal and other Commonwealth countries (Caribbean, Africa and Asia).

Our main activities include:-

- 1. Litigation** – broadly, these involve seeking legal restrictions and securing lawful alternative sentences to the death penalty; challenging serious miscarriages of justice; protecting vulnerable individuals; and, supporting foreign nationals charged under unfamiliar regimes.
- 2. Capacity building** - enhancing expertise of mental health (forensic experts) and legal professionals (members of the judiciary, defence lawyers and prosecutors) in local jurisdictions on issues relating to the death penalty through training activities and provision of resource material.
- 3. Publications and research** – commissioning and producing original studies to raise awareness of criminal justice and human rights issues relating to the death penalty.
- 4. Consultation and dialogue** – providing expert advice and information to governments and key stakeholders to promote better-informed debates.

#### Job Description

<b>Position:</b>	Communications Officer
<b>Position reports to:</b>	Deputy Director and Executive Directors
<b>Duration of contract:</b>	Permanent, subject to 3 months probationary period
<b>Hours:</b>	Full time 9:30am to 5:30pm (one hour for lunch). Flexibility will be required. The Communications Officer will have to attend some evening meetings and on occasions work on the weekends.
<b>Salary:</b>	£25,000
<b>Holiday entitlement:</b>	25 days plus UK bank holidays
<b>Pension:</b>	5%
<b>Location:</b>	Central London
<b>Start date:</b>	1 February 2019/Immediate

## **Role purpose**

Reporting to the Executive Directors and the Deputy Director, the Communications Officer will provide digital, editorial and creative support across the DPP's work. He/she will play a key role in ensuring our communications are influential, informative and engaging for a wide range of stakeholders.

## **Key responsibilities**

### *Press, Digital, Communications and Branding*

- Develop and deliver communications strategies across the entire spectrum of communications disciplines, including: media, marketing, digital and social media and production of publications and promotional material
- Report on and analyse all aspects of communications
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Increase the DPP's profile
- Develop and maintain relationships with journalists and the media in the UK and internationally (newspapers, magazines, TV, radio, and relevant online media)
- Keep up to date on best practice within the charity sector generally and specifically changes to communications legislation and codes of practice
  
- Manage contents for the DPP's communication channels, identifying potential news stories and working across the teams to plan and develop content
- Drafting, editing and publishing content through the DPP's digital communication channels, including the website and social media feeds
- Track, measure and report on the effectiveness of the DPP's communications channels
- Create press releases and media statements
- Plan and create multi-media communications material
- Manage the production of DPP publications, including annual reports, newsletters
- Support the development, promotion and organisation of the DPP's seminars and events
- Support the development of brand material
- Plan and implement communications and marketing campaigns to raise awareness or funds

## **Knowledge, skills experience**

### *Essential*

- At least two years' experience in a communications role
- Excellent written communications skills, with proven ability to write engaging copy for a range of channels and audiences
- Experience of managing and creating content for organisational accounts on Facebook, Twitter, and other social networks, with an understanding of the inherent reputational risks of social media and how to mitigate them
- Experience of using content management systems (CMS)
- Experience of editing content for digital publication and distribution
- Knowledge of using email marketing to engage audiences
- Self-motivation to work independently, as well as part of a small team

### *Desirable*

- Experience of working in the charity sector
- Experience using design software- Photoshop or InDesign
- Photo/video editing skills
- Basic HTML skills

To apply for this role, please send a one page personal statement identifying suitability for the role and your CV to [recruitment@deathpenaltyproject.org](mailto:recruitment@deathpenaltyproject.org).

**The Death Penalty Project is committed to equal opportunities**