

Communications Manager



Job description and person specification

April 2022

Job title: Communications Manager

Type: Permanent full-time

Salary: £40-42,000 p.a. dependent on experience

Location: Currently hybrid – remote working with at least 1-2 days per week in our London office (subject to review)

Reports to: Head of Strategic Communications

Application deadline: 15 May 2022

Interviews: Week commencing 23 May 2022

Ideal start date: As soon as possible after interview

Organisation Overview

The Human Dignity Trust (the Trust) is a legal charity based in London, UK that supports local lawyers and human rights defenders to uphold human rights and constitutional law in countries where private, consensual same-sex sexual conduct is criminalised.

At present, more than 70 jurisdictions worldwide maintain these criminal laws. Legal provisions that criminalise lesbian, gay, bisexual and transgender (LGBT) people put them beyond the protection of the law, fostering a climate of fear, stigma and violence. These provisions also violate constitutional and international human rights law, including a person's right to dignity, equality, non-discrimination and privacy.

The Trust provides pro bono technical legal assistance at the request of, and in collaboration with, local human rights defenders, their lawyers and other partners who wish to use the courts to challenge the laws that discriminate against and persecute LGBT people. Since our inception in 2011, we have worked with local partners in 21 countries in all regions of the world.

As a key component of our work, the Trust works with our local partners to provide specialist strategic media and communications technical assistance, working with them to build skills, confidence and capacity in managing local and international communications around any litigation they decide to pursue.

Through our Changing Laws, Changing Lives programme, the Trust also supports the legislative reform of laws that criminalise, discriminate against or fail to protect LGBT people and other vulnerable groups in Commonwealth countries. Laws criminalising LGBT people are often part of a wider set of out-dated sexual offences and related laws that discriminate against and do not adequately protect women, children, LGBT people and other vulnerable groups, such as laws relating to rape, sexual assault and ages of consent. Many of these are rooted in colonial-era laws that have long since been reformed in the UK. Building on pan-Commonwealth legal analyses that the Trust has been spearheading since 2014, the Trust is delivering a programme of technical assistance to Commonwealth governments seeking to deliver legislative reform.

The role

We are looking for a talented individual, with proven success in a strategic communications role, who is looking to move to a more senior role with a dynamic international human rights organisation.

You will be excited about the possibility to make a real impact in advancing LGBT human rights globally, and will need strong written and organisational skills to produce targeted and impactful content, whilst keeping strategic objectives in mind.

You will need excellent interpersonal skills as, under the direct supervision of the Head of Strategic Communications, you will provide specialist media and communications assistance to HDT's partner organisations around the world, as well as delivering on HDT's own communication strategy.

Attention to detail is crucial to maintain our brand standards, whilst analytical ability is also required to evaluate and report on the outcome of our communications across all media.

You will have the opportunity to use your keen eye and innovative ideas to shape conversations to support the cause of LGBT human rights in a variety of geographic and cultural environments.

You will be able to work in close collaboration with the HDT staff team, whilst maintaining a high degree of autonomy. You will be expected to travel several times per year to work with local LGBT activists and lawyers around the world.

Regrettably, as a consequence of the nature of HDT's work, the Communications Manager will be subjected to distressing critiques of LGBT people and the successful candidate will have to tolerate this with resilience, tact and professionalism.

This is a full time and permanent position, with the responsibility for management of the Communications Officer.

Due to Covid-19, staff are currently working a hybrid model of remote working with at least 1-2 days per week in our central London office. This arrangement is subject to ongoing review.

Job description

Communications technical assistance - working with external partners (local LGBT activist organisations and lawyers, government agencies) globally on key legal cases and legislative reform efforts.

Under the supervision of the Head of Strategic Communications, assist external partners in developing and actioning campaigns on litigation, LGBT human rights and related issues, and provide enabling environments for legislative and legal change, including by:

- Leading on and coordinating communications technical assistance under our [legislative reform programme, Changing Laws, Changing Lives](#), e.g. leading team meetings; briefing

the Head of Strategic Communications on progress; ensuring spending is within budget; ensuring all activities are completed within agreed timelines; drafting strategies, timelines and workplans; leading on press and media relations; ensuring all social media strategies are actioned and impact is measured according to strategic aims and objectives; leading on all research initiatives, e.g. focus groups, surveys, polling, in order to guide the development of messaging, public service announcements and other products essential for successful public education campaigns; coordinating with local consultants and external service providers in order to action some or all of the above tasks in a timely manner and within budget.

- Under the supervision of the Head of Strategic Communications lead on the delivery of communications technical assistance under our [strategic litigation](#) strand, e.g. collaborating with HDT's partner organisations on communications campaigns directly related to live legal cases, delivery of communications and media training.

Develop and action HDT's organisational communications strategy

Media

- Under the supervision of the Head of Strategic Communications and with the assistance of the Communications Officer, play a leading role in continuing to develop HDT's position as the global 'go to' organisation for accurate and current information on decriminalisation and related legal issues
- Manage and further develop relationships with sector-specific and mainstream press
- Promote key milestones in legal cases to targeted international media outlets in countries where HDT is assisting external partners
- Using HDT's media monitoring service, regularly evaluate our communications activity and course correct accordingly

Website, digital and multimedia

- Lead on the further development and supervise the delivery of HDT's social media strategy by the Communications Officer
- Stay abreast of new communications developments to be aware of their potential for HDT
- Lead on effective and timely supporter communications, including producing and distributing regular newsletters together with the Communications Officer and Development Manager.

Branding, marketing and development

- Uphold, advance and champion HDT's branding including in relation to its publications, PR materials, presentations and other outward-facing products
- Together with the Development Manager and Communications Officer, produce messaging and marketing materials to support and boost online and supporter donations

General

- Manage the Communications Officer, through monthly and annual performance reviews, weekly and monthly check ins and identification of training and career development

opportunities

- Produce activity reports as may be required by funders
- Participate in and contribute to the organisation's strategic planning and programme design processes
- Supervise the efficient and timely administration of HDT's communications activity by the Communications Officer, such as contracting of independent consultants, management of service providers, coordination and recording of key meetings
- Any other tasks/duties as required by the Head of Strategic Communications

Person specification

Essential

- Significant demonstrable experience in a communications role with an international NGO
- Proven experience of using evidence and research to develop compelling and persuasive messaging to achieve results as part of a strategic communications campaign
- Proven experience of managing roll out, evaluation and measurement of public education/sensitisation or similar campaigns
- Experience of PR and media relations, including writing press releases, comment pieces, developing and maintaining a strong network of national and international media contacts and a proven ability to generate print and broadcast media coverage
- Strong writing, proof reading and editing skills in English, with acute attention to detail and an ability to adapt style for different audiences and platforms
- Demonstrable capacity building skills in media and communications for people of all skill levels
- Excellent digital knowledge, with a strong interest in, and experience of, managing social media platforms and using metrics to measure campaign effectiveness
- Experience in working together with fundraising and development colleagues on branding and marketing, including writing copy to supporter audiences using e mail campaign software such as Mailchimp
- High level of computer literacy and familiarity with all Microsoft Office packages
- Ability to understand and adapt to differing social and cultural contexts, whilst employing compassion, tact and discretion
- Ability to work well as part of a small, tight team and with minimal supervision
- Excellent organisational skills, including ability to prioritise tasks and manage deadlines
- Ability and willingness to undertake international travel, sometimes at short notice, on average four times a year

Desirable

- Experience in successfully managing junior staff and/or interns to thrive and excel in their roles
- Experience of content management systems, digital monitoring and SEO tools and techniques, especially Wordpress or similar CMS, Google analytics and Google Ads
- Experience of editing and design software, for images, graphics, video and audio
- Knowledge of and commitment to the global LGBT human rights movement
- Languages – French or Arabic would be an asset

Recruitment process

Closing date for applications: 15 May 2022

Interviews and written tests to be held: week commencing 23 May 2022

To apply please send a CV of no more than two pages along with a covering letter of no more than two pages using the person specification as a guide to explaining why you are an ideal candidate for this role, along with your completed diversity monitoring form, to Christopher Price at: administrator@humandignitytrust.org.

If you meet the essential criteria, have a disability and would prefer to apply in a different format or would like us to make reasonable adjustments to enable you to apply, attend any interview and complete any tests, please let us know.

Please note that due to the volume of applications we receive we are only able to contact those candidates who are shortlisted for an interview. Please only apply if you meet the essential criteria.

All offers of employment will be conditional on the candidate having/securing the right to work in the UK prior to their employment commencing.

The successful candidate will be asked to provide a basic DBS security check.

Equal Opportunities

The Human Dignity Trust is an equal opportunity employer and we are committed to diversity and inclusion. We welcome applications from all suitably qualified persons. Our aim is to create a safe and secure working environment where a commitment to diversity, opportunity, quality and excellence is part of our guiding values.

Our employees and any job applicants will receive equal treatment regardless of age, disability (including HIV status), gender identity and expression, intersex status, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.

We recognise that everyone is different and value the diversity of the people who work for us. We are committed to maintaining and building an inclusive culture in our workplace. To help us achieve this, we ask applicants to complete the attached [diversity monitoring form](#).