



recruitment pack

Head of Communications

About Us

Unseen is a UK charity with its head office in Bristol. We provide safehouses and support in the community for survivors of trafficking and modern slavery and operate the 24/7 UK-wide Modern Slavery & Exploitation Helpline. We also work with individuals, communities, businesses, governments, other charities, and statutory agencies to end slavery for good.

Our vision

Our vision is simple: a world without slavery. We aim to transform society's response so all can live in a world free from such abuse and exploitation.

Our mission

We're working to end modern slavery by empowering, equipping, and influencing others to bring about positive and transformational change.

By **empowering** and supporting survivors through our specialist services we can enable them to recover safely and develop resilient, independent lives.

We identify key slavery and exploitation issues and **equip others** with effective solutions through advice and training.

We use our experience, research, and survivor stories to **influence** society and push for change in legislation, policy, business practice and consumer choices.

Our strategy

Educate society

Provide tangible solutions for individuals, communities, and organisations to be effective in their personal and professional lives in relation to tackling modern slavery.

Business engagement

Positively affect business behaviour by driving up standards to mitigate forced labour/ modern slavery by increasing awareness, engagement, transparency and promoting continuous improvement.

Support services

Influence and improve support systems locally, regionally, and nationally, whilst continuing to deliver services that empower and increase resiliency for those who have been exploited.

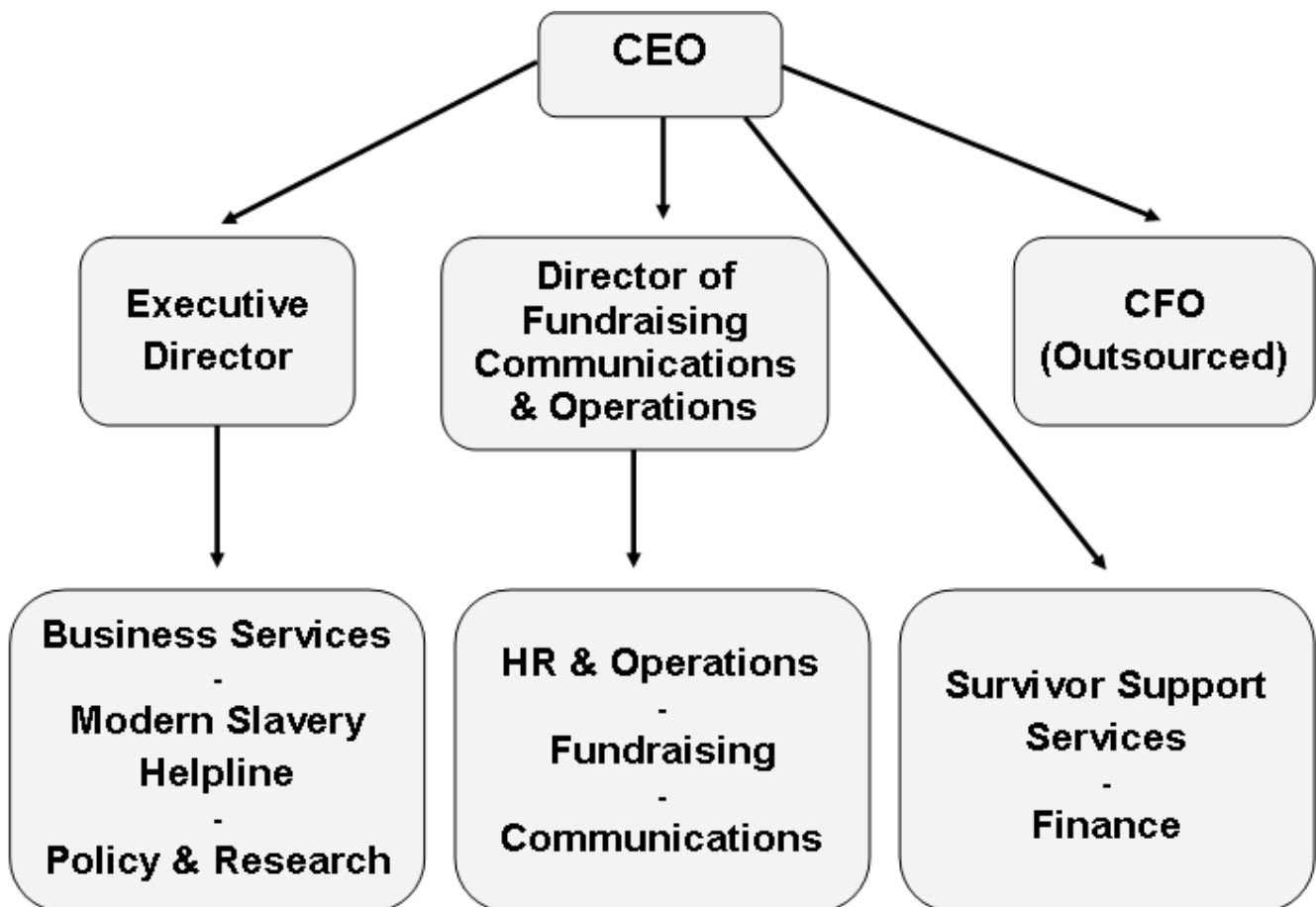
Policy, legislation and operational change

Influence policy, legislation, and operational practice in the UK and overseas to ensure tackling modern slavery remains a priority, being evidence-led by using our unique helpline data.

Organisational sustainability and optimisation

We will routinely review our internal processes and structure to ensure capacity and capability is optimised. We will consistently strive to achieve value for money. We will continue to prioritise funding ensuring our support services benefit the most from our activities.

Organisational Structure



Our values

Collaborative: We recognise the advantages in combining our expertise with the contributions of others. We seek to build lasting partnerships to support, challenge and deliver the changes we are aiming for.

Honourable: We see the best in people and promote an environment of respect for each other and our partners. We are straightforward, trustworthy, and truthful in all our work.

Ambitious: We want to go as far as possible. We strive for the highest standards in all we do, pushing for change, and looking for solutions. Our conduct, treatment of others and provision all aim to exceed expectations.

Dynamic: We are motivated to deliver results that change lives. To drive solutions forward, we embrace innovation, boldness, and positivity.

Insightful: We are knowledgeable, informed and up-to-date. Thoroughly researching issues is a priority for us as the best way we can provide targeted, effective solutions.

ADD JOB TITLE

Location	Unseen's head office in Bristol (Hybrid approach with some working from home days. A degree of flexibility will be required)
Salary	£38,000 - £41,000 per annum (pro-rated for part time hours)
Contract type	Permanent
Hours	Full-time / 37.5 hours per week (Part-time may be considered)
Reports to	Director of Fundraising, Communications & Operations
Key relationships for the role	<ul style="list-style-type: none"> • Senior Management and Leadership Teams • External media contacts • Unseen's Ambassadors and Key Supporters • Other external contacts relevant to the role
Entitlements	<ul style="list-style-type: none"> • 33 days holiday per year (pro-rated equivalent for part time), inclusive of bank holidays. An additional day of holiday is awarded at the start of each holiday year up to a maximum of 38 days. • Pension contributions • Enhanced sick pay entitlement (30 days full pay / 30 days half pay upon successful completion of probationary period) • Enhanced Maternity and Adoption leave • Staff Wellbeing Programme and flexible working • Employee Assistance Programme – counselling for individuals (up to 8 sessions) and their families and a range of wellbeing support and resources • Bike to Work Scheme • Speak Up Staff line • Lone Working system in place

Purpose of the role

The Head of Communications role will be a hybrid position with a couple of days per week based at Unseen's head office in central Bristol and the rest at home but with flexibility expected. The role is an integral part of the Senior Management Team, working with colleagues across the organisation to promote Unseen's first-class support of those with lived experience of slavery and exploitation, and maintain its position as a leading voice in the anti-slavery movement with expert insights and access to unique data.

As Head of Communications, you will work closely with the Head of Helpline Services to ensure we raise awareness of the UK Modern Slavery & Exploitation Helpline and there is ongoing promotion of its free, confidential, 24/7 service to relevant audiences.

We are looking to recruit a communications specialist with experience in the world of PR, communications and/or marketing. You will be digitally savvy with a focus on using digital channels to broaden our reach and raise awareness of our cause. You'll be a strategic thinker with big ideas and an ability to put them into practice with an eye on emerging tech trends and the opportunities and challenges these may present in the communications sector.

The postholder will work particularly closely with the two main income-generating departments at Unseen, Fundraising and Business Services, to ensure their work is supported and of the highest quality in terms of outputs.

The Head of Communications' responsibilities will be to develop and deliver communications strategies (internal and external) for the organisation and lead and develop a small team of Communications Officers.

The Head of Communications will be responsible for:

1. Media and public relations
2. Unseen's brand story
3. Internal communications
4. Development of digital communications and social media
5. Development and ongoing management of the website
6. Production of marketing materials and publications such as the supporter magazine, annual report and materials focused on businesses
7. Campaigns and appeals, mainly focused on income generation
8. Events communications

The role may include occasional weekend and evening work.

Key responsibilities and tasks

1. Communications strategy

- 1.1. Work with the Senior Leadership Team and relevant Managers to develop and deliver communications strategies across media and public relations, internal comms, brand marketing, advertising, digital and social media
- 1.2. Ensure there is the resource in place to deliver the comms strategic goals
- 1.3. Analyse, track, and report on all aspects of communications
- 1.4. Act as a “brand guardian” ensuring consistency across all internal and external communications
- 1.5. Identify issues that could harm the organisation’s reputation and put risk mitigation actions in place by developing and maintaining a crisis communications plan
- 1.6. Report on the progress of the communications strategy
- 1.7. Keep up to date with best practices within the charity sector and communications landscape and in particular changes to communications innovation (such as AI), legislation and codes of practice
- 1.8. Lead and manage Unseen’s stakeholder communications strategy, implementing a new CRM system and ensuring it is compliant with GDPR

2. Leadership & Management

- 2.1. Lead and manage a small team of communications officers, ensuring they have sufficient opportunities to develop, and their wellbeing is supported
- 2.2. Play an active role in the Senior Management Team, liaising with colleagues to provide advice and support on all aspects of communications and marketing
- 2.3. Provide advice and guidance to the Senior Leadership Team on both proactive and reactive media strategies

3. Website

- 3.1. Lead on the development and management of Unseen’s website including content, functionality, maximising its potential and monitoring its performance
- 3.2. Liaise with other teams to generate engaging and up to date content for the website
- 3.3. Use Google Analytics to monitor and evaluate its effectiveness and identify areas for improvement
- 3.4. Manage a retainer agreement with a digital agency to maximise Google ad spend

4. Social Media

- 4.1. Be responsible for developing and delivering Unseen's social media and digital communications strategies aimed at growing our online presence and channel audiences
- 4.2. Lead and manage Unseen's plans for digital and on-line marketing
- 4.3. Monitor social media activity and report on metrics on a monthly basis

5. Publicity and media

- 5.1. Increase Unseen's profile with the media and build strong relationships with key media contacts
- 5.2. Act as a spokesperson for Unseen
- 5.3. Write press releases, articles and statements
- 5.4. Monitor press coverage and report on this internally
- 5.5. Respond to requests from the media and maximise opportunities for further engagement

6. Internal communications

- 6.1. Ensure good communications between departments and with relevant colleagues
- 6.2. Train staff to use Unseen's brand guidelines and keep staff up to date with communications developments and issues
- 6.3. Share news and organisational updates with staff

7. Finance and administration

- 7.1. Prepare and monitor the annual communications budget
- 7.2. Ensure that relevant contacts and relationships are recorded on Unseen's database/CRM
- 7.3. Report on agreed key performance indicators (KPIs) monthly
- 7.4. Maintain accurate and up to date files

8. General (all staff)

- 8.1 Promote the vision, aims and objectives of Unseen and ensure that all contacts with external people and organisations fully reflect the professional approach of Unseen
- 8.2 Understand and comply with all relevant legislation and adhere to organisational and operational policies, procedures and administrative procedures
- 8.3 Identify training needs and undertake appropriate training as necessary
- 8.4 Undertake any other duties as required and requested

Person Specification

Essential Knowledge, Skills and Experience

Experience in developing and implementing communications strategies with clear and measurable KPIs

Excellent knowledge of digital communications and marketing trends and the ability to identify opportunities to leverage new technology to support organisational aims and objectives

An established leader with the ability to motivate and inspire colleagues and team members

Established management and leadership skills with the ability to support the development needs and wellbeing of team members

Experience of working with and nurturing relationships with the media

Experience of developing a website utilising both internal resources and external agencies and excellent working knowledge of how a CMS is used

Excellent project management skills with the ability to manage a large workload and competing priorities

Excellent knowledge of social media and experience of developing and implementing social media strategies which achieve audience growth

Excellent and wide-ranging communications skills including the ability to write accurate and compelling copy and confidently present to and engage with diverse audiences

ues and the relevant political agenda

Excellent relationship building skills with the ability to engage and influence key stakeholders both internally and externally

A creative and strategic thinker with the ability to turn relevant ideas into tangible action with clear and measurable results

Desirable Knowledge, Skills, and Experience

Experience in a similar Head of External Relations/Communications/Marketing role within the charity sector



Experience of implementing new software/systems/processes to improve performance such as a CRM system or new CMS

Experience of leading an Ambassador Engagement Programme

Values

Proven understanding of and empathy with the needs of those impacted by having been exploited, trafficked, and enslaved

The ability to demonstrate behaviours aligned with Unseen's values: Honourable, Insightful, Dynamic, Collaborative and Ambitious

Willingness to work across the organisation support events and activities that may span evenings and weekends

How to apply

This recruitment pack contains a job description, person specification and other information relevant to this role and its position within Unseen.

To apply:

1. Please complete [Unseen's application form](#) for the role. which includes a personal statement of 500 words outlining your suitability for the role, some personal details and equal opportunities questions, and;
2. Please also send a copy of your CV to jobs@unseenuk.org.

Please note: The only information from your application that will be shared with the hiring manager is your statement and CV.

The deadline for applications is 15th October 2023.

Interviews will likely be held during the week of 23rd October 2023.

As an organisation focused on equality and diversity, we welcome applications from all sections of the community we serve including those with lived experience of modern slavery, those with diverse backgrounds, cultures, and religion, people of colour, those with disabilities and those from the LGBTQ+ community.

Any questions, please contact jobs@unseenuk.org.



**Thank you for your interest in working
with Unseen to achieve our vision of a
world without slavery.**