



Communications Lead – Role description

About IC Change

IC Change is a volunteer-led campaign calling for the UK Government to ratify the Istanbul Convention on violence against women. The campaign launched in 2014 with [a petition](#) and now has a coalition of over 70 organisations. In 2017, the campaign helped to secure the [Preventing and Combating Violence Against Women and Domestic Violence \(Ratification of Convention\) Act 2017](#).

About the role

We are looking for a creative communications expert to take on this key role in our grassroots, women-led campaign. You will lead on all aspects of our communications activities, including developing and delivering a campaign communications plan to help increase our reach and impact. You will work closely with other members of our communications team and help ensure all communications are consistent and engaging.

About you

We're looking for a creative individual who is passionate about addressing the issue of violence against women. You seek to campaign from love. And you understand the importance of self-care, not least snacks.

You'll be someone who:

- Is passionate about ending violence against women.
- Seeks to create change from and in love.
- Is positive, motivated and able to work with people who are not like you.
- Has a creative and flexible attitude.
- Can help to build and strengthen the volunteer team.
- Can work independently and alongside others.

Importantly, we are a passionate team of volunteers who are learning a lot of what we do as we go. A commitment to learning and growing is more important than previous experience.

Responsibilities

- Oversee the campaign's communication activity, developing and delivering a campaign comms plan and calendar in consultation with the team to achieve campaign objectives and increase our impact.
- Ensure that high-quality content is produced in a timely manner to support the campaign's activities.
- Oversee messaging across all campaign channels to ensure it is consistent and compatible, and that content supports accessibility.
- Write copy for campaign communications, including for the Change.org supporter updates, blog, website, and resources.
- Proofread and edit campaign copy written by others.
- Liaise with other team members to ensure information regarding upcoming events and moments, and news articles are posted on relevant channels.
- Regularly use analytical tools to monitor the effectiveness of our communications and report back to the team on this and key learnings.
- Be a point of contact for communications suggestions/questions/issues.
- Ensure banners and publicity materials are up-to-date, and manage storage of them.

Skills, knowledge and experience

- Excellent written and verbal communication skills with experience in producing high-quality written materials for diverse platforms to achieve set objectives, ideally including social media, blogs and resources.
- Ability to communicate complex ideas in a concise, clear and engaging way.
- Able to manage the production of content to a high level of accuracy and with excellent attention to detail.
- Experience of developing and implementing communications strategies and plans.
- Excellent project and time management skills.
- Self-starter who can take initiative and can work independently and as part of a team.

Desirable skills, knowledge and experience:

- Experience or knowledge of campaigning.
- Experience of measuring communications impact and reporting back on results.

If you are interested...

If you are interested, please email us with answers to 3 key questions to icchangeuk@gmail.com by **Wednesday 12 January at 5pm**.

- Why are you interested in the role and the campaign? (Up to 300 words).
- Tell us briefly about your background and why you think you'd be a good fit for the role. (Up to 300 words).
- Have a look at [the website](#) or our Facebook or Twitter (@ICchangeUK) and tell us one idea you have to take this campaign forward. (Up to 300 words).

The process

Not knowing the process and timeframe isn't fun. Make sure to read our joining the IC Change team (PDF version [here](#) or Word version [here](#)) for more about how we work and what to expect from applying.

If you have any questions

If you have any questions or concerns about the role or process, do get in touch via email on icchangeuk@gmail.com or call us on 07444655421. This phone is a campaign phone so will only be on between 9am and 7pm Monday - Friday. If we miss your call, we will do our best to call back as soon as we can.