



IC an end to violence against women

# Press 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're looking for a creative individual who is passionate about addressing the issue of violence against women. Working closely with the campaign's Communications lead, you will lead on all aspects of our press engagement, including developing and delivering a media strategy and plan to increase the campaign's reach and impact.

## About you

We're looking for creative individuals who are 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 press engagement, developing and delivering a media strategy and plan in consultation with the team to achieve campaign objectives and increase our impact.
- Build relationships with the press (traditional press and key influencers and bloggers) and identify media opportunities for the campaign.
- Write and send press releases to media contacts in a timely manner.
- Respond to enquiries from media outlets and set up interviews as relevant.
- Support/coach campaign spokespeople for media interviews.
- Develop and manage a list of contacts with "traditional" media (newspaper, radio, television) and key bloggers.
- Ensure press messaging is consistent and compatible with wider campaign messaging.
- Follow UK press coverage related to violence against women in the UK.
- Monitor media coverage on the campaign and coverage related to violence against women in the UK and keep the team updated.
- Liaise with the Website Content lead to ensure the website is up-to-date with media coverage.

## Skills, knowledge and experience

- Excellent written and verbal communication skills.
- Ability to communicate complex ideas in a concise, clear and engaging way.
- Demonstrable ability to write, edit, proofread and approve a range of media products, including press releases, media briefings, opinion pieces and the crafting of key messages.
- Sound knowledge and understanding of the UK media.
- Experience of working in a press office, a PR agency or as a journalist.
- Experience of developing and implementing media strategies and plans.
- Ability to liaise with and pitch stories persuasively to journalists on a proactive and reactive basis.
- Demonstrable track record of generating media coverage.

- Strong verbal communication skills and ability to be a spokesperson and do live broadcast interviews.
- Experience in providing media guidance and advice, including in supporting and training spokespeople.
- Experience of measuring media impact and reporting back on results.
- Excellent project and time management skills.
- Self-starter who is able to take initiative and can work independently and as part of a team.

*Desirable skills, knowledge and experience:*

- Experience or knowledge of campaigning.
- Understanding of violence against women.

## **If you are interested...**

If you are interested, please email us with answers to 3 key questions to [icchangeuk@gmail.com](mailto: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](mailto: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.