



KARMA NIRVANA

Supporting victims of honour-based abuse
and forced marriage



Communications Officer

Recruitment Pack

JOB DESCRIPTION

Job Title Communications Officer

Location Leeds

Hours 22.5 hours a week

Salary scale £23,500 – £25,000 per year, pro rata (Dependent on experience and skills)

Working from Home

Other flexible proposals, including part time or office base, will be considered). Office attendance in Leeds will be required occasionally.

Karma Nirvana is the UK's leading charity supporting all those impacted by Honour Based Abuse. We deliver the Home Office commissioner national Honour Based Abuse helpline, supporting thousands of people every year. We exist to support, empower and educate all those impacted by Honour Based Abuse throughout the UK. We work to 'break the silence' on Honour Based Abuse by empowering those affected to speak out and by 'shining the spotlight' on Honour Based Abuse to improve national understanding, identification and practice responses.

Main purpose of the Post

Karma Nirvana are looking for a creative and enthusiastic communicator to help us to tell our story. This role will support the development of the Karma Nirvana brand in line with our new strategy; communicating our key messages in a way that visibly shifts the public debate. This role will also support Karma Nirvana to reach new professional audiences with our training courses and services.

This role will have a strong focus on digital development – working closely on our website and social media platforms, helping to grow our audience and communicate our key messages.

Duties and Key Responsibilities

Media and Public Relations

- Manage a responsive press office function, including responding to all media enquiries into the organisation
- Organising media interviews and briefing others as needed, including survivors
- Drafting press releases and responses
- Develop a database of media enquiries, responses, and press contacts, proactively building press and media relations
- Identify proactive media opportunities for Karma Nirvana to deliver their key messages, including the promotion of campaigns and publications
- Develop 'story hooks' to proactively promote Karma Nirvana's key messages

Website, Digital and Social Media

- To manage and identify opportunities to develop the Karma Nirvana website
- Improve our digital offering and ensure our website and social media platforms are working as hard as possible to engage our audiences. To build and manage Karma Nirvana's digital and social media communication calendar
- To develop creative and impactful digital assets which support Karma Nirvana to deliver its key messages
- Creation, collection and management of a range of graphics, infographics, videos and images across all channels

Campaign

- To manage and identify opportunities to develop the Karma Nirvana website
- Improve our digital offering and ensure our website and social media platforms are working as hard as possible to engage our audiences. To build and manage Karma Nirvana's digital and social media communication calendar
- To develop creative and impactful digital assets which support Karma Nirvana to deliver its key messages
- Creation, collection and management of a range of graphics, infographics, videos and images across all channels

Others

- To 'brand' Karma Nirvana documents, resources, reports and briefings prior to external publication
- Ensure all external facing content is professional, simple and targeted for the specific audience
- Support operations leads to promote our income generation activities, working alongside the Training, Campaign, Fundraising and Research teams
- Working effectively across all Karma Nirvana departments to ensure key messaging from departments is included in our communications
- Help to develop our internal communications, ensuring everyone in the Karma Nirvana Team has a clear understanding and awareness of our key messages and activities.

General responsibilities

- Work with colleagues within the organisational values
- Be flexible within the remit of the post
- Abide by organisational policies, code of conduct and practice, ensuring this is carried out within a framework of equal opportunities and anti-discriminatory practice

PERSON SPECIFICATION

Training/Qualifications

Essential

- Educated to degree level or equivalent by experience

Knowledge & Experience

Essential

- Communications experience up to 2 years
- Marketing/communication work within a health/social care or voluntary and community sector, or related fields or disciplines.
- Worked as part of a team.
- Experience of working within an environment bound by confidentiality
- Be proactive when it comes to creative ideas and contributing to strategy
- Be enthusiastic and genuinely excited about working with clients
- Familiarity with analytical platforms such as Google Analytics
- Familiarity with on-line content systems such as WordPress
- Familiarity of social media sites, online marketing and monitoring tools

Desirable

- Worked in the VAWG field
- Experience in using social media in a policy and campaigns context
- Working with victim's survivors of Honour Based Abuse and Domestic Abuse
- Understanding of rights & services for victims in relation to HBA and DA

Skills & Abilities

Essential

- Be someone with strong interpersonal skills, who prides themselves on organisation, time management and forward planning
- Communicating with the different media channels
- Using creative tools (e.g. audio-visual) to interact with different audiences.
- Have excellent copy-writing skills and proactively offer creative ideas
- Excellent telephone & verbal communication skills
- IT skills including use of internet to locate resources & Microsoft Office
- Demonstrate initiative
- Excellent verbal and written communication skills,
- Able to plan and manage a complex workload, meet deadlines, problem-solve and respond to unplanned demands

Desirable

- Engaging communication skills with knowledge of the UK government Violence Against Women and Girls environment

Karma Nirvana Employment Benefits

Karma Nirvana offer a variety of benefits as part of their employment. We recognise the value that everyone brings to the organisation to achieve our vision and are dedicated to developing and rewarding our staff.

Annual Leave

Annual leave allowance is 28 days per annum plus public holidays.

Pension Scheme

Karma Nirvana operates a qualifying pension scheme with NEST which includes a 3% Employer contribution.

Employee Assistance Scheme

All Karma Nirvana staff has access to confidential support and advice service via an employee assistance scheme available 24 hours a day, providing support on various work and personal issues.

External Supervision

All helpline staff are provided with regular independent and external supervision that is centred on principles of being trauma-informed.

Supervision and support

Karma Nirvana has a commitment to providing regular supervision and support to staff with annual appraisals forming a key part of staff development. We have a training and development policy in place and encourage staff to take an active role in their career development plan.

Training and Development opportunities

Karma Nirvana provide a range of training and development opportunities to all staff. We ensure that staff also have the opportunities to bond as a team during our team building away days.



karmanirvana.org.uk