



Candidate Information

Communications Officer

CO-10-24

October 2024



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Background to the Law Centre

Thank you for your interest in joining Law Centre (NI). Law Centre NI (LCNI) is an award-winning organisation and for 47 years, LCNI has been using the law to drive change in Northern Ireland. We are constantly innovating, working in communities, using the law to transform people's lives. We are fiercely independent and unrelenting in our pursuit of justice. With a strong track record of strategic litigation and policy advocacy we make change through a unique blend of legal, training, education, community engagement and policy advocacy work.

The Law Centre's work is organised across four teams.

- ❖ The ***Migration Justice & Refugee Project*** works with asylum seekers, refugees and victims and survivors of trafficking and domestic abuse to uphold their legal rights and campaigns for a fairer and more humane immigration system. We lead the Refugee and Asylum Forum, a network of organisations with direct experience of providing support and services to asylum seekers and refugees. Our policy advocacy and influencing work draws heavily on our community engagement and our legal expertise, so decision makers know and understand the impact of how law and policy is working on the ground.
- ❖ The ***Anti-Poverty (Social Security Rights) Project*** works to address poverty in NI by ensuring the social security system delivers an effective safety net for people when they need it. Our impact litigation in the public interest has been at the cutting edge of changes to law and policy, making life better for many people and not just in NI. We convene the *Cliff Edge Coalition* to advocate for the retention and strengthening of the NI Executive's 'welfare reform mitigations' that are an essential bulwark against some of the harshest elements of social

security change. We deliver extensive legal information resources and training to advisers on all aspects of social security law and our *Social Security Law & Practice Conference* keeps advisers up to speed on law and policy changes.

- ❖ The **Employment Rights Project** supports workers facing unfair working practices or who are victims of forced labour to be able to challenge their employer and uphold their employment law rights. Our team produces regular public legal education resources so people better understand their legal rights as well as adviser guides and training so that people can get the help they need within their communities.
- ❖ The **Innovation & Engagement** team co-ordinate Law Centre training, public legal education and information activities. Our team ensures that our services meet the needs of members and other stakeholders, continually developing new solutions for sustainability and growth. As a referral agency supporting the community and voluntary sector, we support other agencies to resolve issues facing people in need. We deliver extensive training and legal information support to the sector as well as making public legal information resources available and accessible so that everyone understands their legal rights.

Law Centre NI work is supported by both government funding and a range of philanthropic foundations. Our work is Lexcel-accredited and regulated by OISC. The legal work of the Law Centre is led by the Director of Legal and Senior Solicitor. As a charity, the Law Centre is registered with the Charity Commission NI and is governed by a Board, all of whom give their time and expertise freely in support of our mission.

About the role

Your role will be to engage others in supporting our mission. You will do that through your comms and PR activity and through building positive relations that attract new support for our work, ensuring that our work and our messages are effectively communicated and understood amongst diverse stakeholders. You will spot emerging issues and opportunities for LCNI to make an even bigger difference.

You will be the key contact point for our members. You will help build members' capacity to support the advice and other needs of their communities and facilitate partnership working amongst our members and other stakeholders. You will be responsible for growing LCNI's membership and maintaining strong links with existing members and other stakeholders. You will be responsible for ensuring our legal information/education resources are reaching where they are needed and ensure that all aspects of LCNI's work is effectively communicated.

We promise you a deeply rewarding job with the opportunity for continuous learning and to be a part of a dedicated and creative team that makes change happen.

If you believe you can make a difference to people and you want to use your experience and skills to create a better future, please consider an application. For more information and details of how to apply, please visit

<https://www.lawcentreni.org/careers>

General Candidate Information

The successful candidate will be expected to take up post as soon as practicable. The successful candidate will be subject to a probationary period of 6 months which may be extended in accordance with LCNI policy.

Holiday entitlement is 24 days annually, building to a maximum of 30 days. This is in addition to 14 statutory and other days. The leave year runs from April – March. The successful candidate will be subject to a probationary period of six months which may be extended in accordance with LCNI policy.

As this post will involve working with children and/or vulnerable adults, this post will be offered subject to Access NI vetting and relevant checks.

We're looking for a committed, enthusiastic and skilled professional who shares our values and our commitment. If that sounds like you and you're self-motivated with the passion, skill and resilience to support our work for some of the most disadvantaged people, we'd love to hear from you. If you would like to have an informal discussion to find out more about LCNI or this post, please contact us at humanresources@lawcentreni.org and we'll get in touch.

Benefits are:

- 35 hour working week;
- Opportunity to be part of making change happen;
- Flexible working arrangements;
- Excellent development opportunities;
- Employee Assistance Programme;
- Health & Wellbeing initiatives.

How to Apply

Please note the following important information about the application process:

- Please complete the application form **in full**. You should ensure that you give examples that **demonstrate** how you satisfy the relevant criteria, including relevant dates. CVs will not be considered.
- Please ensure that you remain within the word limit specified. Any excess will be disregarded by the panel.
- Please return your application form as a Word document by email to the email address specified in the application form. Please also return a completed monitoring form as directed.
- Applications received after the closing date will not be considered.
- Applications should be submitted by email to: humanresources@lawcentreni.org by the closing date.
- We will communicate with candidates by email so candidates should ensure that they regularly check their inbox.
- The panel reserves the right to enhance the criteria as appropriate in the event of a large volume of applications.

Closing date for receipt of applications: **12 noon on Wednesday 6 November 2024**

Interview date: **Friday 15 November 2024**

Candidates will be provided with a presentation topic to present to the interview panel followed by a panel interview.

In the even that a candidate is invited to interview and is unavailable on the proposed date and time due to reasons beyond their control, the panel may try to accommodation an alternative arrangement subject to their own availability, although this is not guaranteed unless an adjustment is required in accordance with the Disability Discrimination Act 1995.

Job Description

Title:	Communications Officer (CO-10-24)
Location:	Law Centre NI, Belfast
Salary:	£32,909 - £34,723 + 5% employer pension contribution (NJC SO2)
Hours of work:	35 hours per week
Report to:	currently reporting to the Director due to maternity leave
Contact with:	Law Centre members Media Legal professionals & other stakeholders Referral agencies and statutory and voluntary organisations Law Centre staff, volunteers, and members Students Elected representatives and policy makers Law Centre Network and other law centres

*Note *This post may require occasional travel and evening and weekend work in accordance with the requirements of the post.*

Job Purpose: to build support for LCNI's work through effective communication and PR of our activities and to build and sustain strong engagement with our members and other stakeholders.

Main Responsibilities

1. Proactively co-ordinate LCNI communications, PR and marketing activities and monitor, evaluate and report on all aspects of this activity.
2. Proactively plan, produce and disseminate LCNI communications and PR work that builds awareness of and support for LCNI's strategic priorities, including through high quality communications, information, external affairs and marketing activities across all LCNI channels.
3. Proactively support and advise the senior team, Board and wider staff team on all aspects of communications, PR and marketing, developing an alert environment for comms management and risk planning.
4. Identify new and relevant opportunities for LCNI to meet its objectives, cultivating and growing relationships with funders to support our work.
5. Amplify our work so as to attract and build donor support.

6. Develop good relations with media and act as contact point for media queries; provide effective and timely media and public relations advice and support to the organisation as required.
7. Author high quality and timely copy for media and take lead responsibility for LCNI's social media profile.
8. Complete periodic stakeholder mapping to ensure that information, communications, PR and marketing activities are appropriately targeted.
9. Develop, maintain and produce content to ensure LCNI's website is up to date.
10. Produce the LCNI's annual impact report and other documents, as required.
11. Work with colleagues and other stakeholders to effectively organise, co-ordinate, communicate and market LCNI events.
12. Identify opportunities for income generation, agree targets and implement, as appropriate and identify and maximise organisational development opportunities.
13. Monitor and undertake statistical analysis of information, communications and marketing activity and report on communications and marketing activity, including to LCNI management team.
14. Represent the LCNI to external stakeholders and organisations as required.
15. Act as an ambassador for LCNI, upholding its public image in your work.
16. Identify own training and professional development needs in consultation with management and source appropriate support.
17. Build stakeholder confidence in LCNI information and communications activities through high standards of personal and professional accountability.
18. Develop and maintain effective relationships with LCNI members and other external stakeholders that support the overall work of LCNI.
19. Continuously maintain and develop your professional expertise, in consultation with line manager.
20. Undertake relevant administrative duties in the performance of the above and ensure compliance with all Law Centre policies and procedures.
21. Undertake such other duties as may be required from time to time.

***Note: this Job Description is not intended to be exhaustive and will be subject to review from time to time in line with the changing needs of the organisation.**

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Person Specification

Essential Criteria

Qualifications and Experience:

- E1. Degree level qualification
- E2. At least 2 years' full-time (or equivalent part-time) experience of delivering an organisation's communications & PR activities and advising on same, including experience of writing high quality and timely copy and other materials for media professionals and other audiences and effectively managing and developing an organisation's website and social media profile.

Knowledge, Skills & Abilities:

- E3. Demonstrable track record of building a positive public reputation for an organisation through effective communication and PR work that builds support for its mission.
- E4. Excellent oral and written communication skills with proven ability to accurately convey complex information in an accessible way and work with people from diverse backgrounds.
- E5. Excellent interpersonal skills with ability to work within a team to achieve positive outcomes and share learning, working at pace, managing complex and challenging issues in a comms environment, with ability to respond to immediate challenges and work effectively under pressure to meet deadlines
- E6. Evidence of a working knowledge of the environment in which LCNI works.
- E7. Evidence of ability to effectively represent an organisation with relevant stakeholders.

Aptitudes & Commitment:

- E8. Proactive, self-motivated and open to self-reflection and growth.
- E9. Committed to the vision, mission and values of the Law Centre.

E10. Passionate and creative in working to create a better future.

Desirable

- D1. Demonstrated experience of developing, monitoring and evaluating an organisation's communications, PR and marketing strategy
- D2. Demonstrated experience of using and maintaining a CRM system
- D3. Demonstrated experience of producing timely management information on an organisation's information and communications activity
- D4. Demonstrated experience of generating income through development and communications activity
- D5. Demonstrated experience of delivering a development and communications strategy on behalf of a charity

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Our Vision

A just and equal society where people live in the dignity of their rights.

Our Mission

We use the power of law for social change. To stand for everyone's rights by informing and educating people about their rights and by protecting and advancing people's rights, working collaboratively for social justice.

Our Values

The following values underpin all aspects of our work with each other, with clients and with other stakeholders.

<i>Authentic</i>	we act consistently with our commitment to social justice
<i>Integrity</i>	we honour our word
<i>Independence</i>	we work without fear or favour
<i>Expert</i>	we are driven by learning and we bring expert knowledge of the law and evidence of people's experiences of the law to all our work
<i>Cutting-edge</i>	we test the boundaries of law and policy to advance the rights of people in NI. We are creative in developing new solutions for social justice.
<i>Inclusive</i>	we work with and for others. We innovate to make sure our services are accessible to our clients.
<i>Trusted</i>	we are credible and respectful. We build trusted relationships. We care for our clients and each other and when we commit, we can be trusted to see it through.
<i>Professional</i>	we deliver quality services.