

# Unlocked



## JOB INFO PACK

**Communications and Digital Officer  
June 2021**

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# COMMUNICATIONS AND DIGITAL OFFICER

<b>Report to</b>	External Relations Director
<b>Starting date</b>	As soon as possible
<b>Salary</b>	£25,000 to £30,000 dependent on experience
<b>Hours</b>	Full time
<b>Location</b>	Central London – with some UK travel
<b>Contract</b>	Permanent

## THE ORGANISATION

### Our mission

The aim of Unlocked Graduates is to break cycles of re-offending by developing outstanding individuals to lead rehabilitation in prisons and throughout society.

### About us

Unlocked Graduates is an award-winning charity that exists to break cycles of reoffending by tackling the deep-rooted issues preventing the prison system from effectively serving society's needs and keep people from returning.

At the core of Unlocked Graduates is a leadership development programme that brings top graduates into prisons to work as frontline prison officers for two years.

This work forms part of a rich leadership development programme that includes mentoring, work placements in partner organisations and a fully-funded master's degree. All of which they take part in while taking on the full duties of a frontline prison officer.

Most Unlocked participants have not considered being a prison officer before discovering Unlocked. We seek out rare and extraordinary people, graduate pioneers prepared to make an impact in one of the most challenging environments – and create change from within a troubled system.

Graduate applications are growing year-on-year as word travels about the opportunities available on the Unlocked programme. Last year we received over 20 applications for every successful candidate accepted onto our leadership scheme. We want to grow these even more and also start to tell the stories of our Ambassadors (alumni) as they finish their two years on the programme and progress in prisons and other organisations while staying committed to the mission of breaking cycles of reoffending.

## THE ROLE

This is a critical role that offers the chance to shape and amplify the Unlocked Graduates voice across a range of digital, social and print channels. As a talented communications all-rounder, you'll have a good eye for assessing design and a dynamic voice able to communicate to wide audiences.

Collaborating with colleagues and external creative agencies, you will act as an internal journalist. Seeking out stories and producing engaging content that speaks to our hard-to-reach audience, persuading ambitious and passionate graduates to consider taking on the challenge of fixing the prison system from within.

Using creative storytelling, writing and design across all digital and social media channels, you will help tell the untold story of prisons, correcting stereotypes and misconceptions around the prison officer role: Prisons contain a dynamic professional workforce who are critical if we are to drive rehabilitation in our prisons.

You will build the reputation of Unlocked Graduates by bringing to life the inspiring stories of our changemaking programme participants like:

- **KATRICE** who pioneered Black History Month celebrations in her prison, creating important space for prisons to discuss race and celebrate black culture
- **DRÉ** who noticed cells overheating during the summer months and gained funding through Unlocked to pilot a rollout of UV window film to reduce heat for prisoners while retaining natural light
- **LOUISA** who set-up a prisoner-led television channel to improve cross-prison communication and which proved an important communication tool during the Covid-19 crisis especially.

This Communications and Digital Officer role is an exciting opportunity to join a ground-breaking, disruptive charity that is working to break cycles of reoffending. The role is critical to maximising our grads' frontline and systemic impact. You will help build networks of allies and collaborators across the criminal justice system and beyond who can accelerate the innovation occurring within the Unlocked community.

### Key accountabilities include:

- Creating all digital content for external audiences, writing content for social media channels, web, and newsletter. And act as the primary internal web editor.
- Manage external creative, media buying and web development agencies to ensure new content is developed (incl. graphic and video projects) and delivered on time and to a high standard.
- Project manage complex print, design and video production projects, including working with participants, colleagues and partners in government and the third sector to arrange interviews and access to prisons.
- Act as an 'internal journalist' following up participant updates to generate stories (in the form of social media posts, videos, infographics etc.).
- Act as a 'brand champion' ensuring colleagues know about and accurately follow Unlocked brand guidelines and provide regular training in its use.

- Create and edit digital and video assets to bring stories to life in the most effective ways.
- Oversee effective media monitoring with the support of an intern to ensure the organisation stays abreast of all relevant stories, identifying positive prison news for use on social media etc.
- Drive the dissemination of this content, maintaining a rigorous editorial calendar and leading regular website reviews to identify and share high quality content.
- Maintain a cutting-edge understanding of the best way to use social media channels to maximum effect, steadily growing our audiences and ensuring high levels of engagement.
- Identify and draft high quality award entries to highlight the achievements of Unlocked Graduates.
- Support the delivery of occasional high-profile events.

### **Dependent on experience, there will also be opportunities to:**

- Act as the first point of contact for media, managing speedy responses to questions and develop pitch ideas.
- Monitor for relevant policy and parliamentary developments to identify opportunities to engage with parliamentarians and policy-makers.

## **Person specification**

### **Knowledge and experience**

- Demonstrable relevant experience with a proven record in:
  - Growing engaged, opted-in audiences on social media channels (especially Facebook, Instagram, Twitter and LinkedIn).
  - Managing excellent websites, preferably with a working knowledge of WordPress to effectively manage developers and a good understanding of SEO principles.
- Excellent written communication and presentation skills and an ability to communicate and build strong relationships with a wide range of people.
- Good data analysis skills, with the ability to interpret data and statistics to develop stories and content.
- Experience, or the willingness to quickly develop, a familiarity with the design features in Word and PowerPoint through to video-editing and design programmes such as Canva.
- Knowledge – or a willingness to quickly build a good understanding – of Mailchimp and social media management tools such as Hootsuite, Tweetdeck, Buffer etc.
- An eye for good design and experience developing and applying a strong brand across a range of channels. (Desirable)
- Experience or understanding of paid-for digital and social media campaigns. (Desirable)
- Experience managing and commissioning events, print and design services. (Desirable)
- An understanding of, or interest in, the criminal justice system and/or similar graduate recruitment programmes. (Desirable)

## Characteristics and skills

- Strong belief and enthusiasm for Unlocked Graduates' aims and mission.
- Exceptional interpersonal skills, with the ability to build strong relationships internally and externally.
- A creative approach and self-starting ability to create effective solutions with limited resource.
- Methodical, organised and able to work with attention to detail.
- Ability to work on own initiative and prioritise workload in a busy team environment.
- A team player, who is willing to deliver practically on the ground and be hands-on.
- Regularly evaluates own performance to build on strengths and identify areas to improve.

## Other requirements

- Right to work in the UK.
- Willingness to travel within the UK – including occasional overnight stays, evening events and weekend work.

## TO MAKE AN APPLICATION

To apply, please follow this link where you will need to fill in a short application form and upload a CV. Applications will be blind-assessed and scored to identify shortlist candidates with CVs only used as background for the interview stage.

The communities that we exist to serve are diverse, and to thrive in our work towards our mission, we must be too. We believe that diversity not only makes for a stronger team, but should also be celebrated. We therefore aim to create a workplace that is welcoming for all, inclusive of ethnicity, disability, age, religious belief, marital status, pregnancy, sexuality or gender.

We are also keen to see more applications from people who have been in prison. To remove bias where possible, we blind assess candidates for interview based on their relevant skills, qualifications or experience.

If you would like to have an informal and confidential discussion about the role or about the process, please contact [aldasair.rogers@unlockedgrads.org.uk](mailto:aldasair.rogers@unlockedgrads.org.uk).

## Timetable (subject to change)

**Closing date:** Wed, 28 June 2021  
**First round interviews:** Week starting Mon, 28 June 2021  
**Second round interviews:** Week starting Mon, 5 July 2021

Please let us know if you will have any limits on your availability during this time. At the moment we plan to run the majority of this process remotely but, depending on Government guidance, may try to meet in person for the final stage.

For more information about Unlocked Graduates please visit our [website](#).