

Unlocked

INFORMATION PACK

External Relations Director
July 2022

JOB TITLE: KEY FACTS

Reports to	CEO
Manages	External Relations Officer
Location	HQ (London)
Salary	£60,000 - £75,000
Start date	ASAP
Closing date for applications	7th August 2022

ABOUT UNLOCKED

Thank you for your interest in Unlocked Graduates, and the role of External Relations Director.

Unlocked Graduates exists to break cycles of reoffending by developing outstanding leaders who can break the link between disadvantage and criminality. Prison is not currently a place which successfully does this: the average prisoner has 16 previous convictions and 48 percent of prisoners reoffend within a year of release. Added to this, people in positions of power often have little personal connection to the prison service and rarely think about it. This is the problem which Unlocked Graduates exists to fix.

Unlocked Graduates develops outstanding individuals to work as prison officers while leading rehabilitation. In doing so it raises the status of the prison officer and makes the frontline of prisons a place where cycles of reoffending can be broken. We have successfully recruited, trained and placed five cohorts of over 500 extremely high potential graduates into prisons across the country. We are listed in the Times Top 100 Graduate programmes and feedback on our participants has been extremely positive: they are doing a great job. Prison officers are the agent of change for many prisoners. Of all the staff in prisons, they spend the most time with prisoners, they set the prevailing culture in prison, and we know that the most effective prison officers have a hugely positive impact on prisoners

Over the next few years, we are planning further expansion. We want to do more work in the prisons we are in, and work with more prisoners in more prisons. We also want to be supporting those who have completed our leadership development programme into positions where they will be able to maximise their influence.

We need to be exceptionally high performing because the work we do is both extremely challenging and massively urgent. We aspire to have deep impact on the landings of individual prisons, but also breadth of impact through the whole sector, and society at large.

If this sounds like a challenge you are keen to meet, then please do apply.

THE ROLE

We are looking for an External Relations Director to join the Senior Leadership Team (SLT) at Unlocked Graduates and take ownership of our External Relations strategy, including for our media, government and policy work. This will also include overseeing our external partners, media coverage, and corporate brand.

KEY ACCOUNTABILITIES

Communication and media

- Overseeing and ensuring the delivery of our communications and media strategy.
- Delivering day-to-day media and communications support including by building a strong network with the media, maintaining an internal press office, and working with government department press offices.
- Securing regular, targeted media coverage for the work of Unlocked in line with our strategic priorities.
- Holding all issues management and reactive response to all media.
- Creating and identifying relevant platforms and opportunities to tell the Unlocked story including events, awards and partnerships.
- Providing executive thought leadership support to the CEO.
- Working alongside the Finance and Operations teams to prepare communications around impact and financial reporting.

Brand and attraction

- Being responsible for the overarching development and growth of the Unlocked corporate brand including ensuring a deep and consistent brand exists throughout the organisation, in our day-to-day work, at events and other activities.
- Supporting the Recruitment and Marketing Director as they shape and develop the annual attraction strategy for the core recruitment campaign.

Other stakeholder relationships

- Advising the organisation on government policy developments and supporting the organisation's ability to shape contributions to public policy debates.
- Identifying and managing communication with key audiences including across government, parliamentarians, civil servants, corporate partners, the criminal justice sector, unions and policy-makers.
- Owning and delivering a compelling calendar of events to engage our stakeholders.
- Acting as a role model in aligning with our organisational mission and values

PERSON SPECIFICATION

Mission alignment

- Care intensely about what Unlocked is trying to achieve.
- Be excited to relentlessly maximise our impact, making difficult decisions where necessary and taking the right decision above what is popular.
- Embody an organisation-wide culture of using data to improve insights and performance.
- Be keen to challenge orthodoxies in order to deliver a more effective and efficient model, always refusing to accept unnecessary bureaucracies.
- Believe every problem can be solved, bounce back quickly from setbacks and use them as opportunities to learn.
- Hold yourself and others to account, always remaining open to learn from others

Experience

- Operationally experienced in a fast-pace, entrepreneurial setting
- Experience working with a complex network of stakeholders, such as central government, boards of trustees, and funders.
- Proven ability to lead and work across a high performing organisation

Characteristics and skills

- Ability to build highly motivated teams that deliver excellently.
- Excellent written and verbal communication skills.
- A high level of interpersonal skills with the ability to manage external stakeholders
- Detail focused, highly flexible, well-organised, evidence-led and analytical.
- Highly motivated to maximise impact, at an individual and organisational level
- Right to work in the UK.

DIVERSITY AND INCLUSION

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 simply makes for a stronger team. 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.

Currently our senior team is too homogenous, particularly when it comes to ethnicity. We are therefore actively seeking applicants from Black, Asian and ethnic minority backgrounds for this role.

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.

WHY WORK FOR UNLOCKED?

First and foremost, Unlocked offers the satisfaction of working for a high performing and exciting organisation which is actively making an impact on one of the most challenging social justice issues which exists in our society today.

We want Unlocked to be a great place to work. What we are doing is difficult. We have high levels of challenge, and to make sure we achieve what we need to, we need excellent people who will welcome the opportunity to become brilliant at what they can offer the organisation as well as come up with great ideas to make us better. Because our organisation is small, the scope of work is comparatively large compared to most similar organisations. This means you will have more opportunities and get more senior experience than in a bigger organisation.

These demands also mean we want to offer higher levels of support. With that in mind, all employees at Unlocked are offered the following core package of benefits.

Holiday	27 days annual leave plus (by CEO discretion) the office typically closes from 25 December to 1 January
Pension	We offer 10 percent employer contribution even if you make no employee contribution. You can also opt to pay more by salary sacrifice if you wish.
Wellbeing	Employee Assistance Programme: monthly employee coaching from Sanctus, and a team of Mental Health First Aiders on our staff.
Health	Gym membership: discounted gym and fitness membership through GymPass, as well as cycle to work scheme. You can also opt to reduce the employer pension contributions to nine percent in exchange for a £30 a month gym membership subsidy.
Development	We want all you to understand our mission and challenges facing prison officers. You will have opportunities to attend study days with participants and visit prisons to really understand our work. We believe in supporting people to develop the skills they need to be excellent – whether this means funding external training, finding a mentor to support them or giving them the time to learn from others in the organisations through our regular CPD sessions.
Volunteering	Want to volunteer as a trustee or in some other capacity for a mission-aligned organisation? We support our team to take on these commitments without taking annual leave.
Our staff also tell us they like	Modern and professional centrally located offices in London, Manchester and Birmingham including perks like free coffee and fruit deliveries. For staff working at home we support them to create a workspace and provide technology that enable them to work effectively. Regular opportunities to get together as a whole staff and in your team, including away days, social events and other development events .

HOW TO APPLY

The deadline for applications for this role is 7th August 2022. Please apply on the portal [here](#).

For more information about the role, please email joshua.marks@unlockedgrads.org.uk.