

Unlocked

BRIEF

PR freelance support

April 2022

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BRIEF: FREELANCE PR SUPPORT

Project	Freelance PR support
Start date	ASAP
Closing date for applications	Tuesday 3rd May 2022
Budget	Flexible but competitive

What we need

Unlocked believes that the way you change prisons and break cycles of reoffending is through prison officers. The prison officer is the only professional who can build a relationship with every single prisoner – including the most vulnerable and challenging. They set the culture on the landings and have the power to create a safe and secure environment that is focused on rehabilitation. This access and influence make it a singularly powerful role.

However, too often the prison officer role is overlooked or misconstrued. They are seen just as ‘turnkeys’ and the stereotypical prison officer in the public imagination very far from the diverse reality.

We are trying to address these misconceptions. We are seeking to attract graduates who would never usually think about the prison officer role to join our leadership development programme and take on this challenge.

We have worked hard to shift perceptions on campus and last year received over 20 applications for every place on our programme, but we want to go further.

We are keen to reach a broad audience of current and recent graduates to directly raise awareness of the opportunities we are offering. But we also need to reach beyond this audience to persuade the friends, family and communities that influence our potential applicants of the value and power of this role.

The practicalities

We are looking for an expert PR freelancer with an eye for a story, strong connections across consumer, broadcast and community media.

You will have the experience and tenacity to track down and deliver stories that have an impact every month while quickly building an understanding of the sensitivities involved in working within such a controversial and closed sector.

Knowledge of the criminal justice and / or working with Government press offices would be a significant benefit.

We anticipate requiring support amounting to around two days per week delivered flexibly for a minimum of six months so envisage working with an independent freelancer. We are keen to make sure the person providing this support can embed themselves in the organisation to source and develop stories at every level. However, we are also open to alternative solutions with bespoke agencies if that is better solution.

About Unlocked

Unlocked Graduates exists to break cycles of reoffending, with particular focus on breaking the link between disadvantage and reoffending. Currently prison is not a place which successfully does this: the average prisoner has 16 previous convictions and 48 percent of prisoners reoffend within a year of release. This is the problem which Unlocked Graduates exists to fix.

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. Unlocked Graduates develops outstanding individuals to lead rehabilitation, and in doing so 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.

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 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.

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 and partners 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.

How to apply

If you are interested in this project, please send your CV and any supporting information or creds to press@unlockedgrads.org.uk by Tuesday 3rd May.

These expressions of interest will be reviewed, and successful applicants will be invited to an initial interview where a more in-depth briefing on the project will be provided.

After this we will ask for final proposals.

For more information about the project, please email press@unlockedgrads.org.uk.