



## CAMPAIGNS and COMMUNICATIONS OFFICER

<b>Job Title:</b>	Campaigns and Communications Officer
<b>Location:</b>	Office-based; open to flexible working arrangements from anywhere in England, with a preference for Manchester, London, Birmingham or Leeds, with some travel including to partner meetings.
<b>Hours:</b>	Full time (37.5 hours/ week Monday to Friday 9:00am – 5:00pm)
<b>Salary:</b>	£20,000 per annum (subject to annual cost of living review)
<b>Leave:</b>	23 days annual leave including Bank Holidays
<b>Contract:</b>	1 year fixed term contract with possibility of extension depending on funding availability
<b>Reporting to:</b>	Chief Executive Officer
<b>Closing date:</b>	10pm, Sunday, 9 October 2022
<b>Interview dates:</b>	Monday, 24 and Friday, 28 October 2022. Interviews will be held in person, in 2 stages.

African Rainbow Family is looking for a dynamic campaigner and communicator passionately committed to upholding the rights of LGBTIQ people seeking asylum in England and Wales and across the UK at a critical time for the future of the asylum system and the rights of refugees. We are a small, specialist team of campaign professionals based around the UK, working with an extensive network of frontline partners to advocate for progressive change in the asylum and immigration system. In addition to the Chief Executive Officer, the team are based in Birmingham (covering the West Midlands), Leeds (covering Yorkshire and Humber), Manchester (covering the North West), London (covering the South of England) and Cardiff (covering Wales).

The successful candidate will work in partnership with local and national organisations and networks to develop and implement strategies for promoting change locally and nationally. To that end, they will have experience of successfully developing and delivering creative and impactful campaigns that have achieved policy change. They will be an effective communicator, able to build strong partnerships and work collaboratively with partners to identify gaps, amplify existing work and facilitate connections. They will be a self-starter, able to spot influencing opportunities and swiftly mobilise support to seize them. They will have excellent knowledge of the asylum system and a commitment to providing a platform for the voices of those with direct experience of it.

We welcome applications from people of all abilities/disabilities and backgrounds as we believe that each person brings their own valuable experiences to what we do.

We encourage people with lived experience (Expert by Experience) of the UK asylum system to apply. Job application support is available for the Expert by Experience (refugees and migrants) applying for this role. See further information in the **HOW TO APPLY** section below.

The successful candidate must have the right to work in the UK.

### Get to know us...

African Rainbow Family (ARF) is a small registered Charity (No. 1185902) which has been supporting LGBT+ refugees and those seeking asylum through the asylum and immigration process

and campaigning for their rights since 2014. This includes people of African heritage, the wider Black Asian Minority Ethnic groups and anyone that identifies as an LGBT+ refugee and/or seeking asylum. We provide peer support, advocacy, advice, information and counselling.

ARF was established in 2014 by a lesbian in the wake of some Commonwealth countries in Africa's toxic and draconian anti-gay laws; persecutions and environment which seek to criminalise LGBTIQs for the preference of whom they choose to love. ARF provides:

- Support For LGBTIQ Refugees and People Seeking Asylum
- Support communities who face constant harassment, hate crimes and discrimination heaped on them by an ignorant society because of their sexuality or sexual preferences and or gender identity.
- Campaigning For Global LGBTIQ Equality.

Since it was established in 2014, African Rainbow Family has played a significant role in bringing about positive change for refugees and people seeking sanctuary in the UK. We are part of the award-winning [Lift the Ban](#) coalition campaign that brings together over 250 organisations, from charities and think tanks to trade unions and local authorities, calling for the right to work for people seeking asylum. Together with high-profile national campaigning organisations, we work with front-line organisations to expose and address a range of issues that affect the rights and wellbeing of people in the asylum system, such as a fairer and humane asylum system, housing standards and asylum support rates.

We are a catalyst and convenor of collaboration and joint action. Our work helps strengthen collective advocacy on asylum reform and bridges the gap between policy and the reality on the ground.

We became a charity in late 2019 last year and have ambitious plans for the future as we seek to maximise the potential of our collaborative campaigning and communication model and identify opportunities for change at local, regional and national levels, in a challenging external environment.

Our main office is in Manchester with 4 other centres in Leeds, Birmingham, London and Cardiff. A mix of working at home and/or the office is likely for the foreseeable future. There is however, a need for commitment for time in the office. This can be arranged. **We therefore welcome applicants from across the UK.**

#### **Benefits include:**

- 23 days annual leave including Bank Holidays
- Equipment to support remote working.
- Flexible working policy.
- Pension scheme.
- Development and growth opportunities.
- Free parking at our office.
- Paid staff day off on their birthday
- Paid 2 duvet days a year
- Salary review
- Employee reward scheme
- Employee wellbeing support
- Paid Sick leave after 6 months

## Attachments

- Job description and person specifications
- Application and equal opportunity forms
- Policy on the Recruitment of Ex-Offenders

**HOW TO APPLY:** Please read the job description and person specification. Email your completed application form and optional monitoring form to [recruitment@africanrainbowfamily.org](mailto:recruitment@africanrainbowfamily.org). For more information on this role or for an informal discussion please contact Aderonke Apata, Founder and CEO: **07939230643**. If you know of someone who might be interested in this vacancy, please ask them to get in touch.

The successful applicant will be required to undergo an enhanced DBS check and to disclose all non-protected criminal records at the point of conditional job offer.

The closing date for applications is **10pm, Sunday, 9 October 2022**.

Interviews will be held in person, in 2 stages on **Monday, 24 and Friday, 28 October 2022**

## **Job application support for Expert by experience (refugees and migrants) applying for this role**

We are proud to be a member of the [Experts by Experience Employment Network](#), which aims to create a charitable sector that is led by people with lived experience of the asylum and immigration system. As part of this network, we challenge the one-size-fits-all approach in our employment practices, and respect personal circumstances and needs of people with lived experience. We believe that every individual should have the right support when applying for our roles.

This network could provide independent and confidential support for applicants with lived experience of the UK asylum and immigration system, depending on availability of mentors from the sector. Please directly share your draft application through [this form](#) to get some feedback and support for your application, or get in touch with the network via [info@ebeemployment.org.uk](mailto:info@ebeemployment.org.uk). More information is available at <https://www.ebeemployment.org.uk/ebe>

We are sorry that we are unable to provide feedback to unsuccessful candidates.

## Job Description

### Main Responsibilities:

#### Campaigning

- Work collaboratively with and support local campaigns and networks working on asylum and refugee issues, in keeping with the aims and values of African Rainbow Family;
- Strengthen existing networks by building campaigns capacity and expertise and broadening the engagement of additional local groups and activists;
- Support and encourage LGBTIQ people with direct experience of seeking asylum to engage in campaigns;
- Proactively identify influencing opportunities and mobilise support to capitalise on them;
- Collate local evidence and case studies in support of identified UK-level campaigns and ensure these issues inform UK policy debates;
- Support local organisations and networks to campaign on local issues where appropriate including working to influence local authorities, the UK Government, Members of Parliament, and UK Government Departments;
- Share campaigning ideas and suggestions of best practice from other regions and nations;
- Lead on the development and delivery of specific African Rainbow Family campaigns at a UK level.

#### Movement Building

In consultation and collaboration with partner organisations:

- Develop, refine and implement strategies for promoting change in LGBTIQ asylum system across the UK;
- Influence decision-makers such as Peers, MPs, local councillors and others;
- Build relationships with local journalists and facilitate the coverage of positive stories in local and national media;
- Engage with organisations and individuals beyond the refugee and asylum sector to build support and joint working;
- Engage and mobilise a wider community support base to take action on campaigns.
- Write campaign materials, resources and actions for supporters.

#### Communication

- Deliver communications to key audience groups, such as beneficiaries, corporate partners, funders and supporters, volunteers, target public audiences and journalists.
- Write excellently, edit, coordinate, and publish content across various channels, including the website, social media, and in printed and online marketing materials.
- Work with the CEO to expand the communication team.

#### PR and media

- Increase African Rainbow Family's profile through press and social media
- Raise awareness of the African Rainbow Family's work and gain media coverage or exposure through local, regional or national press, radio, online and TV
- Write press releases, articles, and statements

- Respond to requests from the press and maximise opportunities for further engagement on relevant topics
- Develop relationships with the press, journalists, and influencers
- Act as a spokesperson when necessary.

### Website

- Manage and update content for the website and any related blogs
- Use Google Analytics reports to make recommendations to maximise the website's potential.

### Social media

- Manage African Rainbow Family's social media accounts day-to-day
- Create a social media strategy to increase supporter engagement
- Develop strategic communications, social media campaigns and digital content that will help further organisational goals, e.g. around key LGBTIQ days and campaigns
- Produce monthly reports detailing social media activity and identifying trends and opportunities to meet reach and engagement targets.

### Email

- Create an email communication strategy for African Rainbow Family's audiences
- Manage the Mailchimp platform and drive continual improvements
- Train internal staff on how to write for and create engaging email content
- Produce quarterly newsletters.

### Stories and stakeholder management

- Write success stories including those of beneficiaries and staff
- Oversee the management of a stories database, actively collating stories and images, gaining relevant permissions and ensuring GDPR compliance
- Act as a key relationship manager for beneficiaries who are active storytellers.

### Brand, copywriting and design

- Ensure consistent African Rainbow Family's branding is used across all channels
- Write creative briefs and produce content as required for external and internal audiences
- Maintain library system for photography, film and stories that is GDPR compliant
- Manage copywriting for communications materials.

### Other

- Line manage communication interns and freelance consultants
- Help market and run forthcoming events both online and in-person
- Review and approve all communications to guarantee consistency and clarity of voice
- Generate awareness of current trends, awareness days/events and any other relevant activities and news which could be integrated into communications planning
- Produce regular performance reports to the CEO.

### Organisational

- Oversee African Rainbow Family's activities, ensuring that it remains true to its aims and values;
- Write content for African Rainbow Family's website, social media channels and email updates;
- Take part in regular team calls and face-to-face team meetings with African Rainbow Family staff;
- Work with the team to define campaign priorities and benchmarks for success;
- Oversee expenditure, maintaining appropriate records;

- Ensure proper monitoring and reporting of campaigns activities and support the CEO in reporting to funders and any other independent evaluation;
- Undertake other tasks as relevant and commensurate with the post.

## Person Specification

### Essential

1. Experience of developing and implementing an advocacy and/or campaigns strategy
2. Knowledge and understanding of how to influence local and national decision-makers, councils, parliamentarians and other campaign targets
3. Experience of achieving positive changes in policy and practice
4. Knowledge of how the asylum system impacts people seeking asylum
5. Experience of providing a platform for those directly affected by injustice
6. Ability to build strong partnerships and maintain positive working relationships with individuals and organisations
7. Ability to write clear and concise reports, briefings and other campaigns materials
8. Excellent oral and written communication skills including proven ability to design and deliver presentations and talks to a variety of audiences
9. Proven ability to think strategically, solve problems and lead decision-making
10. Ability to be proactive and flexible and to work independently
11. Understanding of and commitment to the values and aims of the charity
12. Ability to travel within Wales and the UK (subject to government guidance)
13. Committed to African Rainbow Family's vision, mission and strategic objectives
14. Demonstrate interest and commitment to working with marginalised groups
15. A minimum of two years' experience in communications
16. Demonstrable knowledge, experience, and expertise in a press, PR or communications environment
17. A proven ability to build strong working relationships with journalists, target audiences, corporations and other stakeholders
18. A "hands on" individual who is also able to operate at a strategic level

19. Attention to details

20. Ability to work independently as well as part of a team

21. Highly creative, with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate

22. Solid knowledge of website analytics tools (e.g. Google Analytics)

### **Desirable**

23. Direct experience of the asylum process or of working with people seeking asylum

24. Written and oral other language skills

25. Experience of building and leading coalitions, or of facilitating joint advocacy or campaigns initiatives

26. Experience of working with the media and using social media platforms