



## Role Profile

### Job Description

Job Title	Communications Officer (Leeds Domestic Violence Service & Women Friendly Leeds)
Salary	£26,000 per annum, (6 month fixed term contract)
Responsible to	Communications and Marketing Manager (Leeds Women's Aid)
Hours	35
Contract	6 month fixed term (from start date)

*This post will be subject to a basic DBS check and there is an Occupational Requirement under the Equality Act 2010 Schedule 9 (Part 1) for the post holder to be a woman.*

Leeds Women's Aid (LWA) is the largest women's charity in Leeds, and has been providing support to women and children affected by Domestic Violence and Abuse (DV & A) for over 50 years. We provide a range of the very best services for vulnerable women and families who are victims and survivors of domestic, sexual & honour-based violence and abuse, forced marriage, trafficking, stalking and harassment.

LWA is the lead agency for Leeds Domestic Violence Service (LDVS), a consortium of 3 agencies offering support to anyone over 16 in Leeds affected by domestic abuse. This service works within a multi-agency framework and provides high quality, pro-active service to victims of domestic, sexual and honour-based violence and abuse, stalking and forced marriage, often those at the highest risk.

LWA is also a member of the unique Women & Girls Alliance – Leeds, consisting of 12 women's and girls' organisations working to support and empower women and girls. Women Friendly Leeds (WFL) is a social movement born of the Women & Girls Alliance, working towards a city that is better for women, better for everyone, WFL delivers three key projects

Women Friendly Leeds Movement: Delivering and leading in partnership, a range of activities, initiatives and consultations, with the aim to make Leeds an even better City for Women and Girls.

Women's Night Safe Space: A static bus in Leeds City Centre on Saturday nights providing a safe, supportive environment for women on night's out.

The Equalities Assembly Women and Girls Hub: Leeds City Council's engagement forum facilitates Women and Girls voices to be heard, to help shape and influence opportunities for them

## **Purpose of Job**

The purpose of this role is to support with the day to day communications activities of Leeds Domestic Violence Service and Women Friendly Leeds. The position will involve creating and scheduling impactful and accessible social media content, producing copy for blogs and newsletters, supporting with media campaigns and attending community events to promote the projects.

## **Physical Conditions**

This post can be undertaken on a hybrid working schedule, with some days home-working, some days working in LWA offices and some days out within the community. The post involves working some unsociable hours as required.

## **Economic Conditions**

This is a full-time post with annual salary of £26,000 per annum (6 month fixed term contract from start date)

## **Responsibilities**

Responsible to: Communications & Marketing Manager (Leeds Women's Aid)

All paid members of staff are accountable to the Chief Executive, and ultimately the Trustees of Leeds Women's Aid, and will work according to policies and procedures agreed by them.

## **Main Duties**

1. Develop a communication plan for LDVS and WFL, linking in with awareness days and relevant charity campaigns
2. Launch a new Instagram page for LDVS
3. Manage the daily running of the social media for the projects, including capturing and editing short form video content
4. Monitor social media engagement using analytics
5. Support with improving websites, flagging areas that need updating
6. Use Canva to design engaging graphics and promotional materials
7. Attending community events to promote the projects and services

8. Maintain strong relationships with contacts within services and partner organisations to gather and generate ideas for content
9. Liaise with Communication Officers from stakeholders including Leeds City Council, West Yorkshire Combined Authority and West Yorkshire Police to ensure consistency of messaging
10. Support with drafting press releases, blogs and newsletters to promote positive news stories and client case studies

## **General**

1. Attend staff meetings and other training events as required
2. To uphold LWA's policies, with particular reference to confidentiality, health and safety and equity, diversity and inclusion
3. To carry out any other duties or training commensurate with the post
4. To carry out any other duties that are reasonably required by LWA

## Person Specification

Our ideal candidate will be able to demonstrate

<b>Experience</b>	<b>How Assessed: A = Application Letter I = Interview</b>
1. Some experience of marketing <b>or</b> fundraising and producing desired results.	AI
2. Working efficiently as part of a busy team.	AI
3. Maintaining a database of contacts.	A
4. Working in the third sector or with vulnerable people.	A
5. Producing engaging copy for different platforms including social media content, blogs, newsletters.	I
6. Using Canva or similar design platform.	AI
<b>Understanding</b>	
7. Of LWA's mission and purpose.	AI
8. Of the need for confidentiality and sensitive handling of our clients' stories.	I
9. Of different types of domestic abuse and challenges our clients face.	A
10. Of social media trends and how to engage with audiences on different platforms.	I
11. Of different methods of fundraising.	AI
12. GDPR guidelines.	A
<b>Skills</b>	
13. Excellent copywriting skills with the ability to tailor content for different platforms.	AI
14. Strong organisational and administrative skills.	
15. Meticulous attention to detail.	A
16. Ability to work under initiative, communicating with the team to prioritise workload and meet deadlines.	I
17. Excellent communication and relationship building skills.	A
18. Basic graphic design skills.	A
<b>Professional Qualification</b>	
19. N/A	
<b>Personal Qualities &amp; Competencies</b>	
20. Commitment to working in a manner which is empowering and supportive.	AI
21. Willingness to work within the principles and policies of LWA and its associated projects.	A
22. Commitment to working in a non-discriminatory manner.	A
23. Willingness to work occasional unsocial hours.	A
24. Willingness to work within LWA's values.	AI

## **LWA's Values**

### **1. Be Exceptional**

- We are experts in our field & proud of having a women-centred approach
- We are pioneers & leaders, striving to perform & innovate

### **2. Be Courageous**

- We are honest, inventive & have the integrity to challenge perceptions & practice
- We are encouraging & empowering of each other to be courageous & brave

### **3. Be Inclusive**

- We are diverse, welcoming, approachable & inclusive in as employers, service providers & people
- We promote unity, fairness & respect

### **4. Be Inspirational**

- We are proud of our creativity & how we motivate, listen, empower & support each other
- We are encouraging & lead by example to achieve the best

### **5. Be Responsive**

- We are collaborative, aware, compassionate & sensitive
- We adapt our approach to meet changing needs