

swgfl.org.uk
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Role: Communications Officer (Helplines)

Location: Exeter

Reporting to: Engagement and Partnerships Manager

Salary: £23,000- £25,000 per annum

Hours: Full time, 37 hours per week

Duration: 12 months fixed term

Job Purpose

The purpose of the role is to promote the work of SWGfL, our helplines and our mission to support vulnerable clients to affect lasting change with the safe and secure use of technology.

SWGfL are a charitable trust dedicated to empowering the safe and secure use of technology through innovative services, tools, content and policy, all over the world. We have a global reputation in online safety, shaping curriculums in the UK and beyond for over 15 years. We are proud to be a world leader in online child safety, a founding member of the UK Council for Child Internet Safety as well as an advisor to Governments and the lead partner in the UK Safer Internet Centre.

Under the SWGfL umbrella, we run three helplines; Professionals Online Safety Helpline (POSH), Revenge Porn Helpline (RPH) and Report Harmful Content (RHC). This post will be responsible for leading on the communications and media for these services

The Revenge Porn Helpline is the only support service for people in the UK affected by the sharing of intimate images without consent. Report Harmful Content Online is the first of its kind globally and aims to support UK residents who have experienced or witnessed harm online. The Professionals Online Safety Helpline support professionals working with children in the UK with online safety issues they or the children they're working with face. All 3 helplines work at the forefront of the online safety space and, as such, consult regularly with government and UK and overseas partners. We participate in a wide range of broadcast and online press and produce relevant social media campaigns across our channels. Our priority is always to raise awareness of issues relating to online harms and the support the helplines can provide, keeping everyone safer online.

Responsibilities

The post holder will be responsible for managing SWGfL's and our helplines communications and media including:

- Preparation and implementation of the communications and awareness strategy of SWGfL helplines, supported by a team of highly-experienced helpline professionals and the Communications team.
- Communications support for projects, services and activities implemented by the SWGfL helplines, such as the service delivery of the three helplines, awareness raising and targeted campaigns
- Development of the internal helpline's communication strategy to align with the SWGfL communications strategy
- Supporting the development and maintenance of relationships with the media and be the primary contact for helpline related queries
- Developing, exploring and managing communication channels including our helpline website and social media accounts
- Keeping pace with current trends, initiatives, research, legislation and privacy issues associated within the charity and more specifically the helplines.
- Preparation of regular and ad-hoc analysis and evaluation of our helpline sites and associated services and campaigns.
- Drafting of media articles including press releases and helpline articles
- Liaising with members of the UK Safer Internet Centre team, consortium partners, SWGfL Team, Stakeholders, Professional Associations, Service Providers, European Commission and other media/ press contacts.

Personal skills and qualities

- Creative, self-sufficient, performing well under pressure and short time frames
- Interest in current trends in protecting adults online particularly in; internet safety, online harms, relating to both adults and children and the VAWG strategy
- Positive and solution-focused mind-set
- Resilient to the issues the helpline's face
- Being sensitive and open minded to hard hitting topics,
- Attitude over aptitude

Professional skills and experience

- Relevant experience in a communications role and social media management
- An excellent story teller, writer and communicator who can work closely with our team to raise the profile of our charity more specifically our helpline services and deliver innovative campaigns
- Strong digital skills and the ability to learn new skills quickly
- Confident managing our helpline social media channels and using a range of online tools for web editing and design, database management, analytics and content creation
- Experience of collaborating with media and external partners.
- Understanding of the charity landscape in the UK
- Knowledge of social media planning tools, (such as Buffer), analytics tools (such as Google Analytics), with preferable basic understanding of digital promotional tools (Google ads, Facebook, Instagram ads, etc.)
- The ability to juggle overlapping priorities, and use initiative and problem solving to resolve issues
- Creative thinking despite the need to work to tight deadlines
- Interest in brand management and marketing

Knowledge and Skills

Key tasks include:

- Developing and implementing effective and innovative communication strategies for key projects and resource launches, and to engage our key audiences on an ongoing basis.
- Day to day responsibility for the content updates on the SWGfL Helpline services, including websites, blogs and social media
- Coordinating mass mailings, campaign and awareness raising direct mailings.
- Maintaining our database of key stakeholders, funders, marketing leads and press contacts.
- Day to day responsibility for implementing the social media strategy and activities of our Helpline social media accounts, including Facebook, Twitter and Instagram
- Helping to reinforce the SWGfL and UKSIC brands and responsibility for the Helpline brands and voice both internally and externally.
- Keeping up to date with the trends being faced on the Helplines.
- Helping to respond to media enquiries, drafting press releases and developing media stories, as well as maintaining a record of press coverage for the Helplines.

- On occasion, representing and speaking on behalf of SWGfL at events and networking opportunities.
- Monitoring and evaluating the success of communication strategies and uptake of resources

Key Dimensions

Experience in:

- Understanding the principles of marketing strategies
- Devising and implementing communication plans
- Managing social media platforms (including Facebook, Twitter and Instagram) and using tools to schedule, monitor and evaluate activity
- Ability to liaise with a wide range of stakeholders
- Excellent written and interpersonal communication skills
- Innovation, creativity and resourcefulness

Work Environment

- Work is mostly office based at the SWGfL Regional Office with – some travel across the UK and Europe as necessary
- You will be required to devote whatever additional hours are reasonably required or reasonably necessary for the proper performance of your job
- A friendly and diverse team environment

Person Specification

Attributes	Experience / skill	Essential / Desirable	Means of Evaluation
Education & Training Experience	GCSE Maths and English or equivalent	Essential	Appl/Interview
	Educated to A Level or Equivalent	Desirable	Appl/Interview
	Educated to Degree Level or Equivalent	Desirable	Appl/Interview
	Strong digital skills	Essential	Appl/Interview
Knowledge & Skills	Experience of communications in a busy charity or community sector organisation.	Desirable	Appl/Interview
	Experience of creating or implementing marketing plans and activities.	Essential	Appl/Interview
	Experience using Content Management Systems (preferably Buffer)), with familiarity with other web tools such as Google Analytics and Google AdWords.	Essential	Appl/Interview
	Experience of designing visual content and use of programmes such as Canva	Desirable	Appl/Interview
Communication & Interpersonal	Ability to communicate and work effectively, verbally, in writing and face-to-face	Essential	Appl/Interview
	Excellent interpersonal skills including confidentiality and sensitivity	Essential	Appl/Interview

	Ability to work as part of a team and develop effective, supportive and respectful relationships with colleagues at all levels	Essential	Appl/Interview
Personal Qualities	Tenacity – to own issues until resolved	Essential	Appl/Interview
	Ability to work accurately under pressure (to meet deadlines, etc.), demonstrating a logical and methodical approach to dealing with workloads.	Essential	Appl/Interview
	Initiative – ability to take the lead and put forward ideas and solutions	Essential	Appl/Interview