

# JOB DESCRIPTION

## Job title: NCJAA Communications and Digital Engagement Officer

**Job purpose:** The post holder is responsible for delivering effective communications across all aspects of National Criminal Justice Arts Alliance (NCJAA) network at Clinks. The role involves maintaining and improving the website and social media platforms as well as managing the data we hold. It also involves supporting the network in research, policy and good practice activity. The Communications and Digital Engagement Officer will also assist the NCJAA team to perform a range of administrative tasks including organising events and meetings to ensure the smooth running of the network.

**Background:** Clinks supports, represents and advocates for the voluntary sector in criminal justice, enabling them to provide the best possible opportunities for individuals and their families. Our vision is of a vibrant, independent and resilient voluntary sector that enables people to transform their lives. Clinks manages the NCJAA, the leading national network supporting the arts and creative practice in criminal justice settings. Our aim is to ensure the arts are used within the criminal justice system as a springboard for positive change.

**Reports to:** NCJAA Project Manager

**1 Duties and key responsibilities**

**Digital communications**

* Collate and disseminate relevant news, blogs, events and good practice resources for the arts and criminal justice sector
* Use and develop new appropriate social media and digital platforms such as Twitter, Facebook and LinkedIn to effectively communicate key messages and raise the profile of arts in criminal justice settings
* Compose, develop and send the monthly e-bulletin, special e-bulletin updates and other relevant online and printed communications to the network
* Maintain the role of the NCJAA as the ‘go-to’ network for arts and criminal justice news, good practice and information
* Lead on developing the NCJAA website and the Evidence Library as resource for arts in criminal justice
* Maximise opportunities for network engagement through effective digital communications
* Monitor and report digital engagement
* Work with internal teams and external designers to ensure online and printed material is engaging and effective at communicating key messages.

**Network support and engagement**

* Maintain and improve NCJAA database records, ensuring full and up to date records across platforms, including identifying and adding new subscribers
* Support the administration of the professional mentoring scheme
* Ensure effective network engagement, monitoring and evaluating subscriptions, requests and online activity and carrying out an annual network survey and report
* Produce a range of online resources and case studies that highlight and share good practice across arts and criminal justice
* Support senior colleagues with relevant communications to ensure effective policy and media activity.

**Events, meeting and general administration**

* Support the effective planning and promotion of the NCJAA events programme, working in partnership with the NCJAA and Clinks events teams
* Provide support at meetings and events as required, including the NCJAA Steering Group, annual conference and research network
* Carry out a range of administration tasks to support the NCJAA network to run smoothly and efficiently.

**2 General responsibilities**

* Represent and be an ambassador for the NCJAA and Clinks
* Work to support the mission, ethos and values of Clinks
* Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position
* Support and promote diversity and equality of opportunity in the workplace
* Work collaboratively with others in all aspects of our work.

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

**PERSON SPECIFICATION**

## Job title: NCJAA Communications and Digital Engagement Officer

**Experience**

* Working in a Communications Officer or similar role
* Using digital technology for organisational communications
* Carrying out a range of administrative tasks for a small, busy and creative organisation
* Dealing with the public, both through email and on the phone
* Working with external partners or stakeholders.

**Skills and abilities**

* Clear and concise written and online writing communication skills that engage audiences
* Good interpersonal skills and ability to communicate with a range of stakeholders
* Accurate data inputting skills and good attention to detail
* A collaborative approach to working with colleagues
* Well organised and systematic with an ability to maintain effective record keeping systems
* Ability to work both independently and as part of a team
* IT skills at a level that supports online platforms including websites, email and database
* Adaptability and flexibility in being able to take on new roles and manage a range of different internal relationships.

**Knowledge**

Common communications techniques in the creative and third sector.

**Education/training**

No one specific qualification is required, but evidence of recent continuing professional development in a professional area with relevance to the area of work is.

**Personal attributes and other requirements**

* Works well in a team with a flexible approach to work
* Personal resilience and the ability to stay focused in a rapidly changing environment
* Commitment to anti-discriminatory practice and equal opportunities and an ability to apply awareness of diversity issues to all areas of work
* Commitment to the values and ethos of supporting people in the criminal justice system
* Commitment to upholding the rights of people facing disadvantage and discrimination in the criminal justice system
* Able to work some evenings and weekends and stay overnight where necessary
* Able to travel nationally.