

## Communications Director

Salary:	£45,000 - £50,000 plus benefits
Location:	Russell Square, London
Term:	Fixed term contract until April 2024
Reports to:	Head of Policy
Hours:	37.5 per week

We are looking for an experienced and proactive Communications Director to create and deliver a highly effective communications strategy for the new Policy and Evidence Centre on Modern Slavery and Human Rights.

### Background

1. The Bingham Centre for the Rule of Law is leading a consortium of partners to establish and deliver a major new Policy and Evidence Centre on Modern Slavery and Human Rights ("the PEC"). The new PEC was announced by then Prime Minister Theresa May in July this year:  
<https://www.gov.uk/government/news/government-to-launch-new-modern-slavery-research-centre>
2. The PEC, which has been awarded £10m of public funding from the UK Research and Innovation Strategic Priorities Fund and is the initiative of the Arts and Humanities Research Council (AHRC), will bring together leading academics, policy-makers, businesses and civil society organisations in a highly collaborative, interdisciplinary Centre which aims to transform our understanding of modern slavery and the effectiveness of legal and policy responses designed to eradicate it.
3. We are seeking to appoint an experienced Communications Director to create, develop and deliver a communications strategy for the PEC with a particular focus on social media and digital engagement. This will include setting up a website for the PEC and creating and protecting a distinctive brand for the PEC which reflects its independent identity.

### About you

4. You will have significant communications experience, preferably of some 5-10 years, with a particular emphasis on social media and digital, and a track record of developing and delivering a communications strategy.
5. The PEC is committed to being inclusive and diverse and particularly encourages applications from women, people with disabilities, BAME applicants, LGBT+ applicants and other minorities.

### The Role

6. The main responsibilities of the role are:
  - To create, develop and deliver a communications strategy for the PEC, using all channels of communication but with a particular emphasis on social media and all forms of digital engagement, based on a deep understanding of the PEC's target audiences
  - To develop an audience engagement plan to give effect to the communications strategy

- To be the lead for communicating all of the PEC's activities and outputs
- To lead the development of coherent and consistent messaging, reflecting the PEC's distinctive identity, for everyone communicating on behalf of the PEC
- To create and protect a distinctive brand for the PEC, reflecting its independent identity
- To lead the PEC's media engagement operation, driving and securing high profile media coverage, both reactive and proactive
- To write and edit a range of communications materials, including commentary, blogs, surveys, case studies and press releases
- To lead and manage the PEC's digital communications, including the development and delivery of a new website, the curation and production of digital content and the establishment of a social media presence for the PEC
- To work closely with the PEC's management and partners to ensure that all relevant activities, stories, outputs and outcomes are captured and shared more widely in the most appropriate and effective ways
- To lead on the production of professional standard materials such as reports and other printed materials, power point presentations etc., working with third party providers where necessary
- To monitor and evaluate the effectiveness of the PEC's communications and to keep the communications strategy under review in the light of that monitoring and evaluation
- To liaise with UKRI's and AHRC's communications and public engagement teams and BIICL's marketing team to ensure co-ordination

#### **Key working relationships**

PEC Director

PEC Head of Policy

UKRI and AHRC Comms and Public Engagement teams

BIICL Marketing Director

**Person Specification**

<b>Relevant Experience</b>	<p>At least 5-10 years of proven experience of policy communications gained in a similar role, with a particular focus on social media and digital</p> <p>Proven ability to write communications materials for a range of audiences and purposes and across a wide range of projects</p> <p>Experience of digital communications, including creating, developing and managing website and social media presence and of creating compelling digital content</p> <p>Strong media relationships and networks are desirable</p> <p>Experience of managing third party providers to produce published materials is desirable</p> <p>Familiarity with the PEC's target audiences is desirable</p>
<b>Teamwork and Collaboration</b>	<p>A strong ability to work collaboratively and as part of a variety of teams, within the PEC and the Bingham Centre and with partners</p> <p>Ability to manage a wide range of relationships</p>
<b>Communication Skills</b>	<p>Excellent verbal and written communication skills, including ability to adapt communication style to different audiences</p>
<b>Other Skills</b>	<p>Excellent networking and influencing skills</p>

**About the Modern Slavery and Human Rights Policy and Evidence Centre**

- The Modern Slavery and Human Rights Policy and Evidence Centre is a consortium of partner organisations: the **Alan Turing Institute**, the **Bonavero Institute of Human Rights** at the University of Oxford, the **Centre for the Study of International Slavery** at the University of Liverpool, the **Rights Lab** at the University of Nottingham and the **Wilberforce Institute for the Study of Slavery and Emancipation** at the University of Hull. The PEC is led by the **Bingham Centre for the Rule of Law**.

**About the Bingham Centre for the Rule of Law**

- The Bingham Centre is part of the British Institute of International and Comparative Law and exists to advance the Rule of Law worldwide. It recently adopted a new Strategy, *Proactively Advancing the Rule of Law*, setting out its strategic aims for the five-year period 2018-2022. The Centre aims to have a direct impact on law, policy and decision-making and to do so by carrying out and disseminating independent, high quality research on the major Rule of Law issues of the day.



## How to apply

9. Informal enquiries about this post may be addressed to the PEC Director, Murray Hunt, c/o Nicola Cilliers, Interim Bingham Centre Manager  
[n.cilliers@binghamcentre.biicl.org](mailto:n.cilliers@binghamcentre.biicl.org)
10. To apply, please send the following by **23.59 on Sunday January 5 2020** by email to [PECPosts@modernslaverypec.org](mailto:PECPosts@modernslaverypec.org):
  - Your full CV.
  - A covering letter (maximum 2 pages) setting out your reasons for applying and how you consider that you meet the person specification for the post.
  - The BIICL application cover form (available at [www.biicl.org/vacancies](http://www.biicl.org/vacancies)) including the names and addresses of three referees (two of whom can be contacted prior to interview).
11. It is expected that interviews will take place in the week commencing **20 January 2020**. It is hoped that the successful candidate will be available to start in post as soon as possible in 2020.
12. In order to be considered for this role, you must currently have the right to work in the UK or will have the right to work in the UK by the date of commencement of employment.