



JOB DESCRIPTION

POST TITLE:	Communications Director
RESPONSIBLE TO:	Chief Executive
RESPONSIBLE FOR:	Communications team (TBD)
HOURS	Full time (evening and weekend work will be required from time to time). Part-time role (min, 4 days per week) or job-share considered.
LOCATION	Flexible one of Fair Trials' offices (London, Brussels or Washington DC) with some home working considered. The role will involve international travel (regular but for short periods).
SALARY	Dependent on experience and place of employment.

PURPOSE

Overall responsibility for developing Fair Trials' communications strategy and its implementation. As a member of the Management Team (**MT**), offering an in-depth understanding of the role of effective communications in advancing Fair Trials' mission.

RESPONSIBILITIES

- Provide strategic leadership, vision, and oversight on communications, keeping abreast of press and social media trends to identify opportunities and threats to Fair Trials' mission and, as a member of the MT, contribute to Fair Trials' broader global strategy and management.
- Build and support a committed and valued communications team that contributes actively to Fair Trials' success and manage relationships with outside suppliers that support communications activities.
- Lead on the development of global communications strategy (with support from the MT and Board), which has buy-in from the staff team and Fair Trials' networks and report on its implementation (developing and tracking metrics to assess the effectiveness of communications initiatives and tools).
- Lead on implementation of the strategy, including:
 - Build engagement of Fair Trials' networks;
 - Ensure consistent use of Fair Trials' brand to build continuity, integrity, and effectiveness and amplify the brand through innovative communications and messaging;
 - Maintaining and developing effective communications platforms, including overseeing the day-to-day management of the website, social media and publications;
 - Oversee the production and placement of compelling written and multimedia content on Fair Trials platforms and in leading outlets;
 - Build and maintain strong relationships with journalists, social media commentators;
 - Building relationships with partner organisations, developing ideas and communication tools to strengthen their engagement, including in coordinated media campaigns; and
 - Coordinating media work, including by keeping abreast of and responding to relevant stories, selling Fair Trials' stories and expert comment, building relationships with key contacts, drafting and distributing press releases and comments, and managing press enquiries and interviews.



- Work with the wider staff team to develop compelling advocacy plans, ensuring the integration of effective external communications by identifying and exploiting/mitigating PR risks and opportunities, overseeing the production and dissemination of advocacy materials and planning of advocacy events; and initiating and developing relationships with key media and social media contacts.
- Support the integration of the Communications team and contribute to effective collaboration between the team and other parts of Fair Trials:
 - With the Legal and Policy teams across offices, to establish a culture in which effective external communications is fully integrated into the charity's legal & policy activities and ensure that communications contributes to the delivery of Legal and Policy outputs and strategic advocacy objectives;
 - With the Development team, to ensure communications contributes to delivery of the fundraising strategy and to develop funding applications to support Fair Trials' communications (as stand-alone projects or part of wider programs); and
 - With the Finance and Operations team, develop and manage the communications budget.
- Comply with the charity's policies and procedures, including promoting and implementing Fair Trials' equal opportunities policy.
- Carry out any other duties commensurate with the post.



PERSON SPEC

Requirements

- Knowledge of and passion for human rights and criminal justice.
- Professional experience overseeing communications progressively increasing management and strategic responsibility.
- Exceptional leadership and management skills.
- Adept at leading communications and advocacy strategy development from conceptualization to completion, balancing long-term strategic thinking with short-term tactical actions.
- A savvy, creative, smart, and innovative leader with keen public relations intuition, exceptional judgment, and excellent writing and presentation skills.
- Strong press relationships with proven record of story placement and the presence, credibility and skills to cultivate a broad range of relationships.
- Experience devising and implementing effective strategies for social media platforms and broader online presence (including maintaining and developing a website).
- Understanding of communications measurement and analysis.
- Ability to thrive when working under deadlines, and the ability to handle multiple tasks simultaneously while maintaining the highest standards of excellence.
- Detail-oriented with excellent follow-up.
- Exceptional written and oral communications skills, including editing the work of others, and ability to communicate complex concepts clearly and persuasively to a variety of audiences and stakeholders.
- Responds positively to change, you're not afraid to challenge the status quo and introduce new ideas when appropriate.
- Track record as an energetic, flexible, self-starting team player with the ability to foster collaboration, build consensus and contribute to a strong level of engagement across the team and networks.
- Proven experience maintaining a high level of confidentiality and professional conduct.
- Eligibility to work in the United States, United Kingdom or Belgium.
- Fluency in English

Desirable

- Fluency in Spanish.
- The following work experience would be beneficial:
 - Work experience in the legal, human rights and/or criminal justice sector.
 - Work experience within an advocacy organization.
 - Experience of working in a networked organization.
 - Experience of communications work in an organization which operates regionally or internationally.