
Job Description: Communications & Marketing Officer

About JRS

The Jesuit Refugee Service (JRS) accompanies, serves and advocates alongside and for the rights of refugees and forcibly displaced people around the world. JRS in the UK supports people made destitute by the asylum process through advice and casework, practical support, emotional befriending and accompaniment, a programme of creative and therapeutic activities, accommodation, and specialist legal advice. JRS UK also runs a detention outreach service supporting people detained for the administration of immigration procedures at Harmondsworth and Colnbrook, including befriending, social visiting, and casework support. JRS UK undertakes research for advocacy to policy makers, alongside communications and community outreach, to raise awareness of the situation facing asylum seekers, to give asylum seekers a voice, to argue for a change in policies that undermine their dignity, and to call for a just and person-centred asylum process.

JRS UK is based in the Hurtado Jesuit Centre in Wapping, East London. JRS UK currently has 26 full and part-time staff and around 100 volunteers, drawn from a wide variety of backgrounds, nationalities and generations; people of all faiths and none; including refugees, young graduates and vowed members of religious congregations. This diversity of perspectives and experience is a source of particular strength for JRS' work. We work collaboratively with JRS offices around the world, other Jesuit projects in the UK and many others in the Church and wider refugee sector.

A Global Mission

The Jesuit Refugee Service (JRS) is an international Catholic organisation with a shared global mission to accompany, serve and advocate alongside and for the rights of refugees and forcibly displaced people. JRS' work is based on hospitality, carried out in a spirit of compassion and solidarity, encouraging participation and community, aiming to kindle hope, secure justice and affirm the dignity of refugees and forced migrants.

JRS' values and ways of working are rooted in Catholic Social Teaching and Jesuit (Ignatian) spirituality: JRS actively encourages reflective practice and participative decision-making at all levels of the organisation, as well as investment in, and care for our staff and volunteer teams.

Equal Opportunities

JRS is committed to encouraging and recruiting candidates from refugee and migrant backgrounds to ensure our staff teams reflect those we serve. We particularly welcome applications from people with lived experience of detention and the UK asylum system.

The Communications and Marketing Officer

The Communications and Marketing Officer is a varied and dynamic role developing written and visual content which: raises awareness of the situation faced by people seeking asylum and held in immigration detention in the UK; the work JRS does in response; and the difference supporters' donations makes to individuals' lives.

This role works as part of a lively integrated Communications, Fundraising, and Advocacy team. We place a high value on encouraging refugee participation in, and the shaping of, our messaging; and you will play a key part in ensuring this.

The role would be well suited to someone who thrives on creativity, has a flair for writing engaging and impactful communications, and who is passionate about supporting refugees and asylum seekers. You will flourish in a fast-paced environment, balancing daily social media engagement with managing an integrated, engaging supporter journey, which encourages long-term support of JRS. You will bring your experience and passion for how excellent communications can create positive change, and how we can integrate digital automations into the JRS community.

You will be confident to deliver projects and campaigns from start to finish, utilising digital and traditional techniques, with a real 'can-do' approach to a varied and integrated workload.

The ideal candidate will enjoy getting to know people, and understanding their motivations to support JRS UK – be this through financial giving, volunteering their time and skills, and/or through prayer. You will play a pivotal role in ensuring JRS UK diversifies and stabilises its' income streams, ensuring the organisation can continue to accompany and support refugees and those who are forcibly displaced.

The role involves working alongside refugees and volunteers from varied backgrounds, so high levels of empathy and sensitivity are essential, along with an enthusiasm for working in a small and dedicated team. Much of our communications material directly engages with the faith-basis of our mission so enthusiasm and an aptitude for sharing our resources in this area is essential for this role.

We encourage and welcome applications from people with experience of seeking safety in the UK.

Key Relationships

- The role reports to the Interim Deputy Director (Communications)
- Works closely with the integrated JRS Communications, Fundraising and Advocacy Team
- Post holder will need to build relationships of trust with refugees served by JRS
- Post holder will need to build strong working relationships with JRS UK volunteers, supporters and staff

Role Responsibilities

General

- Ensuring refugee voice and experience is championed throughout all JRS communications
- Working with refugees to gather testimony for JRS communications work and encouraging them to tell their own story in their own words, championing JRS UK's informed consent way of working
- Maintaining a high standard for written copy and content, meeting and caretaking JRS branding and style guidelines
- Liaising with JRS Europe and JRS International on communications strategies
- Sharing and promoting the impact supporters' donations have on the lives of refugees
- Representing JRS UK at relevant NGO fora and networks
- Sustain a diverse and demanding workload effectively with a 'hands on' approach
- Regularly contributing to JRS UK governance committee report processes on communications and income targets
- Identify, empower and co-ordinate the recruitment of volunteers to support your work

Building Digital Community

- Lead the curation of engaging social media and web communications, including photos, audio-visuals, infographics, social media, blog posts and other web content from a range of contributors including colleagues, volunteers, refugee friends and other stakeholders
- Create, edit and manage content for our website, ensuring content is compelling and current
- Assist in the design and commission of a new website
- Developing and managing visually engaging digital content for multiple platforms, making the most of digital to reach a wider audience and more effectively communicate, campaign, fundraise and deliver services
- Regularly and actively responding to supporter queries on social media, creating a digital community of hospitality
- Be a champion for digital: support colleagues thinking about how to use digital in their work including developing our online campaigning presence, and digital fundraising activity
- Curate and manage our email automations, to help us support more people and help people to support us through fundraising and volunteering

Stewarding Support for JRS' Work

- Co-ordinating promotion of Refugee Gifts, JRS UK's charity gift card scheme; and co-ordinating with our fulfilment partner
- Drafting adverts and copy for external publications, managing a regular advertising portfolio which both raises awareness and funds for our work
- Coordinating production and mailing of regular newsletters to supporters (including drafting copy, commissioning and editing copy from other team members, sourcing photos, liaising with designers on layout and printing)
- Maintain, steward and deepen a supporter journey that ensures long term support from individuals
- Regularly proactively speak to JRS supporters to thank them for their support, and to understand their motivations for continuing to support JRS UK
- Respond to enquiries from supporters including by phone, on social media, & e-mail
- Coordinating the production of the JRS annual report
- Ensure all JRS UK communications integrate ways people can support our work

- Regularly analyse and report on fundraising progress
- Ensure all fundraising activity is in-keeping with the Fundraising Regulator's Code of Fundraising Practice and is compliant with fundraising regulations

Asset Management:

- Manage our digital photography and video content, ensuring it is fit for purpose across all channels
- Ensure that all personal data is gathered, held, and used in-line with relevant data protection regulations

Analytics and Analysis:

- Regularly analyse web traffic and social media engagement and report back to the team, informing future activity and planning
- Manage, plan, monitor, measure and evaluate digital and social media activities and engagement with stakeholders and online communities
- Manage all SEO activities such as content strategy, link building, and keyword strategy to increase rankings on all major search networks

Person Specification

Essential

- Deep sympathy and congruence for mission and values of JRS
- A hands on and can do attitude, with an enthusiasm and initiative for your role
- High levels of personal integrity and respect for others
- High levels of empathy and sensitivity for working alongside refugees
- Outstanding communication skills; with an excellence in writing persuasively and succinctly to inspire
- Demonstratable ability to tailor tone and content to different platforms and audiences
- Ability to work flexibly as part of a team
- Excellent attention to detail accuracy
- Strong organisational skills used in planning own work and ability to work to targets and deadlines
- Creative with a keen sense of ownership, and the ability to work quickly to deadline.
- Demonstratable experience of working with others to create impactful creative communications
- Experience of working alongside volunteers to achieve a shared goal
- Excellent understanding and competence working with digital technologies including SEO, Google Analytics, social media platforms, CMS, Microsoft 365, Adobe Creative/Canva
- Initiative to solve problems, working proactively and collaboratively as part of a team
- Experience of managing multiple social media channels

Desirable

- First-hand experience of the UK immigration and/or asylum system
- Experience of working alongside refugees and asylum seekers
- Experience of digital fundraising
- Experience of Salesforce, or similar CRM
- Experience of working in a voluntary or community-based organisation
- Understanding and experience of working (or volunteering) in a faith-based context
- Working understanding of GDPR and other relevant legislation
- An ability to think creatively to identify new sources of funding
- Familiarity with the Christian calendar
- Familiarity with the Ignatian charism
- Familiarity with Catholic Social Teaching

Duration: 18 month fixed-term contract; potentially renewable
Hours: Full-time (37.5 hours a week); open to job share.
Location: Wapping, London. Open to hybrid home/office working.
Salary: £32,000 – £37,000, dependent on experience
Pension: Additional 10% of salary of employer's contribution

You must be permitted to work in the UK. JRS UK is not able to obtain a work visa for this post.