



JOB DESCRIPTION

Job Title: Policy and Communications Assistant - CSA Centre

Department: Centre of expertise on child sexual abuse (CSA Centre)

Section: Children's Services

Reports to: Communications Manager – CSA Centre

Line Manager and Budgetary Responsibilities:

Direct reports: None

Indirect reports: None

Budget managed: None

Context:

This is a role within the independent Centre of expertise on child sexual abuse (CSA Centre) for England and Wales, funded by the Home Office and hosted by Barnardo's. The CSA Centre aims to inform and improve policy and practice at local and national levels by identifying, generating and sharing high quality evidence on what works to prevent and tackle child sexual abuse.

Key working relationships:

Internal: Members of CSA Centre Policy and Communications team, CSA Centre Research and Evaluation team, Practice Improvement team and Support team. Barnardo's media and policy teams.

External: Government officials in relevant departments. Policy and communications staff in other organisations. Contact with editors, journalists, press, broadcasters.

Job Purpose:

The Policy and Communications Assistant will support the development and delivery of policy influencing activities and effective communication and promotion across the CSA Centre's programme of work to reduce the impact of child sexual abuse through improved prevention and better response.

Key Responsibilities:

- Support the Assistant Director Communications in developing policy positions and corresponding engagement and influencing strategies.



- Support the Communications Manager and Policy Manager in developing and delivering the CSA Centre's communications and policy strategies and activities.
- Support the CSA Centre team to ensure external presentations and materials are aligned with core messaging, brand and style guidelines, and ensuring an appropriate digital presence.
- To support implementation and monitoring of communications and policy influencing plans and activity for the CSA Centre.

Key Activities

- Undertake policy and media monitoring in relation to child sexual abuse, and keep the team informed of relevant developments.
- Provide administrative support to the Policy and Communications Team (including organizing events, meetings, briefings, seminars and drafting correspondence).
- Monitor CSA Centre social media accounts, developing creative and innovative ways to disseminate material.
- Monitor the response to CSA Centre report and product launches; producing overview reports for the Senior Management Team and the wider staff team where appropriate, highlighting coverage achieved and targets met.
- Monitor digital communications and produce quarterly communications reports including analytics, insights, and support the Communications Manager to make recommendations to the CSA Centre's Senior Management Team.
- Contribute to drafting of briefings, summaries, blogs and reports on policy issues affecting children and young people at risk of or experiencing sexual abuse for internal and external circulation as required and with support of senior staff.
- Actively monitor for government or other consultation papers relevant to child sexual abuse, collate CSA Centre feedback to these consultations, and support the policy team to develop a co-ordinated response.
- Contribute to and attend team meetings, planning days etc.
- Complete other tasks and assume other duties as required to fulfil the purpose of the role.

This Job Description and Person Specification reflect the duties of the post as they exist at this time and may be subject to change based on the needs of the Department Programme. The post-holder may be required to undertake other duties commensurate with the salary and competence requirements of this post from time to time as required.

Pre-employment checks will be required for the role.



PERSON SPECIFICATION

All criteria are essential unless indicated as desirable (D).

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Please note: Applicants must demonstrate in their application form that they currently use the skills outlined below or have used them previously in employment, education, training, volunteering etc.

Education/Knowledge

- Educated to degree level or equivalent qualification or experience
- Strong English and written communication skills
- Interest in national and local policymaking structures and how to engage with and influence them
- An understanding of the UK media landscape across print, online, broadcast and social media
- Knowledge of children's policy or related area such as domestic abuse or adult safeguarding
- Understanding of the aims and objectives of the Centre of expertise on child sexual abuse
- Knowledge of child protection policy and safeguarding practice is desirable but not essential (D)
- Knowledge of media relations: copywriting, pitching and outreach (D)
- An understanding of social media community management and website maintenance (D)

Experience

- Experience/evidence of strong writing skills for a variety of audiences and the ability to undertake desk-based research to prepare briefings and summaries on policy issues
- Experience of supporting a team to deliver organisation objectives
- Experience of managing and prioritising workloads independently
- Experience of working with sensitive and/or traumatic material (while the role will not involve any direct exposure to child sexual abuse case material or details of specific cases, the broader topics around child sexual abuse covered in CSA Centre projects could be potentially upsetting)
- Experience of working in the field of child sexual abuse will be viewed favourably but is not essential for this role (D)
- Experience building media relationships, compiling media lists, writing press releases and securing targeted on-message coverage (D)
- Experience preparing coverage trackers and evaluation summaries (D)
- Experience drafting social media content calendars and managing day-to-day community management across a variety of social channels (D)

Skills/Abilities

- Strong oral and written communications skills
- Familiarity with a range of IT systems and competent with website and online media tools



- Ability to review and distill key information from large documents / a range of content
- Ability to handle complex and sensitive information and situations with care and tact
- Excellent organisation skills - organizing meetings, events, deliverables
- Able to work across various organisations and personalities – to build relationships and promote the CSA Centre
- Able to work independently and as part of a remote team
- Proactively manages workload, meets deadlines and deals with conflicting priorities

Circumstances

- Flexibility in working hours and location, as per contract of employment. Able to travel to a number of locations across England and Wales on occasion to attend meetings outside normal working hours, staying away from home if necessary.

Competencies

Team Working: Working collaboratively and sharing information within and across Barnardo's to contribute to the effective delivery of Barnardo's services. Building and maintaining good working relationships with colleagues to foster team spirit, commitment, and the achievement of shared goals.

Communications Channels: Enthusiasm for new opportunities presented across current and emerging social channels and media. A good knowledge of monitoring tools is also advantageous. The ability to keep up with the adoption of digital tools and behaviours from publishers and journalists as well as the public.

Impact and Influence: Demonstrating the ability to achieve individual and organisational objectives and targets through the use of effective negotiating and influencing techniques. Intent to persuade, convince and influence others in internal or external environments in order to get support for Barnardo's desired agenda. External environments may include media, politicians, local authorities, corporate clients and professional bodies.

Professional/Business Initiative: While always referring to The CSA Centre SMT, showing the independence and self-reliance to explore new avenues and approaches in response to, or anticipating the needs of situations without being asked. Thinking ahead of the present to act on future needs and opportunities.

Concern for Accuracy: Acting to minimise errors and inaccuracies, maintaining high standards of accuracy and correctness in dealing with information and data. Adopting an orderly and precise approach to work paying careful attention to following standard procedures and ways of working



Barnardo's Basis and Values, and Equality, Diversity & Inclusion (EDI) Code of Conduct

Actively demonstrate Barnardo's Basis and Values and EDI Code of Conduct in all areas of work:

- Respecting the unique worth of every person
- Encouraging people to fulfil their potential
- Working with hope
- Exercising responsible stewardship

To be completed by the People Team / Pay and Reward Team

Job Title	Policy and Communications Assistant CSA Centre
Grade	E
Job Family	Enabling Services
Job Type	Professional
Compensation Region	Rest of UK