

Job Description – Communications Coordinator

Job title:	Communications Coordinator
Reporting to:	Development Lead
Work base:	Hybrid Oxford OX2 and remote working
Travel required:	Mostly office based with sometime out of office to assist in generating filmed content and to support events, with time off in lieu when outside of working hours
Salary:	£34,314 – £37,035 FTE, pro-rata 2.5 days a week & contributory pension scheme
Days worked:	2.5 days a week

The Prison Phoenix Trust

The PPT are the leading experts in yoga and meditation in prisons in the UK and Ireland. Since 1988 we have supported the personal development and rehabilitation people living in prison through meditation and yoga. We do this through 121 mentoring, group yoga classes, peer support newsletters and resources such as books and DVDs that help people practise yoga and meditation in their cells. We deliver the British Wheel of Yoga's accredited training *Teaching Yoga in Prison*.

A small staff and volunteer team based in Oxford works with a network of self-employed yoga and meditation teachers across the UK and Ireland.

At an exciting time for the PPT, this new role is part of an expansion of the staff team to build the capacity of the charity to meet the growing demands for its services and the income to support this.

The role

The Communications Coordinator will play a pivotal role in shaping and delivering the charity's visual content, ensuring it aligns with The PPT's mission, values, and communication objectives. This role requires creativity, strategic thinking, and proficiency in digital media, design, and content development.

It works closely with The Development Lead and Development Coordinator and other colleagues to strengthen The PPT's engagement with prison staff, people living in prison, yoga teachers, donors and other supporters, delivering key messages with impact and relevancy.

Responsibilities

1. Planning communications

- Create and project manage an annual communications schedule comprising printed publications and resources, social media, website and email bulletins.
- Where necessary commission and manage specialist freelance support
- Ensure colleagues and freelance contributors are provided with realistic, clear deadlines.

2. Visual identity, design and publishing

Develop and implement clear visual identity guidelines through the design and production of a range of regular and occasional publications including:

Printed

- The PPT's quarterly newsletter in print and digital formats using an In-design template.
- Invitations, programmes, reports and materials to support stakeholder engagement, fundraising, events, training and outreach programmes.

Digital

- Email bulletins to supporters, prison yoga teachers and prison staff
- Social media channel content
- Website content

2. Maximising Impact of Events:

- Assist the Development Coordinator by creating materials and promoting events, conferences, webinars, and other communications-related activities; ensuring all materials and communication is devised for maximum engagement and impact. For example The PPT's teaching yoga in prison training programme and highlighting The PPT's role in rehabilitation within prisons.
- Support the Development Coordinator in public events and fund raising and engagement campaigns by creating and managing publicity and supportive materials.

3. Print buying

Manage procurement of print, and where necessary, design services, ensuring reliability, quality and value for money.

4. Social Media

- Develop and execute social media content strategies across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, YouTube).
- Schedule and publish posts, engage with followers, and monitor online activity.
- Analyse social media metrics and prepare regular performance reports.

5. Website

- Contribute to content and maintenance of The PPT's website
- Co-ordinate monitoring of website analytics to inform future development
- Assist Development Lead in briefing and procurement of web development expertise for planned redesign of The PPT website.

6. Content Creation

- Coordinate the commissioning and or production of visual content to help The PPT tell compelling stories through film, audio and still photography

7. Monitoring & Reporting:

- Track the performance of communications efforts and make recommendations for improvements.
- Report on key metrics for social media engagement, media coverage, and campaign effectiveness.
- Stay informed on industry trends and best practices in communications.

Terms and Conditions

- 2-year fixed term contract
- 2.5 set days a week, preferably: Wednesday and Thursday in PPT office with 0.5 day remote working on Tuesdays.
- Starting salary £34,314 - £37,035 FTE, pro-rata 2.5 days a week & contributory pension scheme.
- Flexibility of work includes occasional early starts, travelling and taking part in events. Plus some weekends supporting retreats and training events, for which there is time off in lieu.

- Paid leave: Paid leave: Staff are entitled to 20 days annual leave per year, plus bank holidays, both pro rata for part time roles. In addition, staff are entitled to leave on any normal working days falling between Boxing Day and New Year's Day.
- Pension: The charity operates a contributory pension scheme.

Applications due as soon as possible to meet a rolling recruitment programme. Apply with a CV and covering letter about interest in and suitability for the role, sent to recruitment@theppt.org.uk.

This job description does not form part of the contract of employment and is subject to change in accordance with the needs of the organisation. The post holder will work at all time in a way which is consistent with the organisation's commitment to equality and opportunity. The PPT operates an equal opportunities policy.

November 2024