

TAXJUSTICE.UK

Deputy Director: Communications

Contract:	Permanent
Location:	Hybrid working - the office day is usually every Monday at a shared space in Vauxhall
Hours:	0.8 FTE, 4 days/28 hours per week (this can be spread throughout the year e.g. to take into account school holidays)
Salary:	£56,138 FTE, (prorated to £44,910.4 for 0.8 FTE)
Reports to:	Executive Director
Manages:	Campaigns and Communications Manager
Deadline:	Thursday 1st June, 10am

The purpose of this role is to shape a public and media narrative in order to deliver tax reform ensuring that everyone in the UK benefits from a sustainable, fair and effective tax system. You will oversee the work of our campaigns and communications manager, who leads the engagement with the 50,000 members of the public who support our work.

Leadership of the organisation:

- Work as part of the Senior Leadership Team (SLT) to lead the organisation, developing and delivering an organisational strategy which achieves sustainable growth of the organisation and external impact.
- Work as part of the SLT to oversee the planning and implementation of TJ-UK's external campaigns in response to strategic opportunities.
- Work as part of the SLT to build an organisational culture that attracts, develops and motivates staff whilst promoting effective collaboration in line with organisational values.
- Create an organisation that promotes equity, inclusion and diversity.
- Contribute to the evaluation and improvement of the organisation's activities.
- Contribute to the fundraising strategy and delivery by building and stewarding relationships with funders, developing funder proposals and evaluating progress.
- Contribute to the preparation of the organisational budget and help monitor the organisation's financial health.
- Support with the development of organisational policies, HR, staff development and activities for/with the Board.

Communicating a consistent and powerful message:

- Develop and implement a communications strategy that appeals to a broad range of audiences and takes advantage of media and public opinion.

- Develop and implement evidence-based messages and framing for TJ-UK and wider campaigns.
- Develop and implement strategic communication plans for each of TJ-UK's campaigns, and support the overall development of proactive and reactive campaign plans.
- Manage media and partner relationships, including by educating journalists and editors on the need for a fairer and more effective tax system.
- Represent TJ-UK with the media, key stakeholders, partners and the public
- Build TJ-UK's profile by getting media coverage for the organisation and TJ-UK's issues in outlets across the political spectrum.
- Support TJ-UK's spokespeople by developing key messaging documents and FAQs
- Oversee the production of content, including our website, blogs, reports, press releases, quotes, social media, media-focused analysis, reports and briefings
- Provide communications leadership within the tax justice and new economy movements, including developing common movement narratives.
- Support partners to develop their own communications strategies, including helping them secure media coverage.
- Support the team to develop TJ-UK policy proposals which are easy to communicate and can win political support.

Mobilising members of the public:

- Oversee the development of a supporter engagement strategy for TJ-UK.
- Oversee the creation of engaging campaign actions for supporters.
- Oversee the development of supporter fundraising actions.
- Help to grow TJ-UK's supporter base, including by effective collaboration with our partners where this supports our campaigns.

General responsibilities and duties

- Undertake the duties of the job description in accordance with the operational policies of TJ-UK, including but not limited to the equality and diversity statement.
- Maintain good working relations with the board, staff and other stakeholders.
- Present the organisation in an appropriate and professional manner to its stakeholders.
- Contribute to the development and growth of the organisation through working in accordance with its wider objectives, organisational culture and values.
- Work out of usual hours if necessary.
- Undertake any other reasonable duties as may be required.

Person Specification

If your skills and experience do not match this list but you feel that you have transferable experience, a desire to learn, and a commitment to TJ-UK's vision, we still welcome your application.

Communicating a consistent and powerful message

- Significant communications experience at senior level, including creation and delivery of communications strategies that have led to significant media coverage
- Strong news sense ability to identify media opportunities and secure media coverage
- Strong writing and editing skills and sense for storytelling to communicate clearly, concisely, and persuasively across a range of channels.
- A history of building strong relationships with journalists, editors and producers to help shape the output of different media outlets

Mobilising members of the public

- Understanding of how different communications approaches and channels can drive awareness and action from members of the public
- Proven record of rapidly seizing on opportunities to connect with the trending issues in society, to maximise impact in line with campaign and organisational priorities and objectives.

Leadership:

- Extensive project management experience within a complex environment — managing the needs of multiple (internal or external) stakeholders.
- Ability to inspire and motivate colleagues.
- Ability to work at both a strategic and day-to-day level
- Ability to work under pressure and work effectively in a crisis
- Commitment to progressive change, movement-building, and working in an environment with people from diverse backgrounds.
- Experience and understanding of project and budget management (an advantage)
- Experience of developing strategies and delivering plans which have clear and measurable outcomes.