## Job Description

Title: Head of Marketing and Communications

Contract: 1 Year Fixed Term Contract

Function/Team: STOP THE TRAFFIK

Location: London, SE1

Hours: Full time, 40 hours per week, inclusive of breaks. (The breakdown of those hours to be by mutual arrangement and to meet the needs of STOP THE TRAFFIK).

Reports to: Executive

Grade: D

Salary Range: £30,594 - £36.727

STOP THE TRAFFIK (STT) is a pioneer in human trafficking prevention. STT views human trafficking as an illegal business reliant on: the recruitment of vulnerable people, demand for its services and the ability to profit from human trafficking. We combine unique data on human trafficking with an intelligence led approach allowing STT to actively undermine these three pillars that allow trafficking to continue via our websites [www.stopthetraffik.org](http://www.stopthetraffik.org) and [www.traffikanalysis.org](http://www.traffikanalysis.org).

 Utilising global partnerships, STT has reached over 7 million people through geo-targeted social media campaigns. These are groups that our data set has identified as vulnerable to human trafficking. As a direct result of these campaigns, STT has evidenced a behavioural change within these targeted communities, signalling the difference between a person being exploited or not. By making it harder to recruit vulnerable people, STT increases the risk to traffickers and makes it harder for them to operate.

 STT works with many businesses across multifarious sectors to stop trafficking in supply chains. We have mapped £5 billion worth of procurement spend across 33, 000 suppliers. Working collaboratively with businesses to make them resilient to modern slavery impacts on trafficker’s ability to monopolize their operations.  In addition, STT works with financial institutions to identifying traffickers, trends, routes and hotspots. In doing this, STT is preventing trafficker’s from moving the profits of their crime and aiding in increased prosecutions. Collaboration is key to our model and together with trusted partners, businesses, financial institutions and communities, we are creating a world where people are not bought or sold.

Summary of Role:

STOP THE TRAFFIK is seeking an exceptional person to lead and build on our ambitious global communications.

STT’s intelligence-led prevention approach is dependent on effective communications in the creation of campaign messaging, the successful marketing of our products and training or promoting our success and achievements to our diverse- audience base. It is all part of taking what is a complex crime, and telling a unique, captivating story to inform, inspire and equip people to take action.

The purpose of this role is to raise the profile and impact of STT’s work by leading the communications delivery across the organisation. This will involve development of high quality digital content, strong brand messaging and actively telling our story across channels including press and PR.

Roles & responsibilities include:

* Creating and delivering the STT communications strategy, working alongside the executive, to leverage STT’s unique offering across channels.
* Strategic Communications to build awareness with policy makers, influencers, press and PR regarding human trafficking challenges
* Enable the organisation to deliver exceptional communications:
* To undermine the recruitment of vulnerable communities to encourage usage of the STOP APP.
* To promote effective communication of our engagement across the business sector. Including, B2C (Business to communities) and B2B (business to business) campaigns.
* Analysing and shaping our social media performance (owned/earned and paid media) and campaign outcomes interpreting data to increase our following.
* Manage and build effective pro-bono and key influencer relationships to leverage our PR and communication objectives.
* Through communications and engagement initiatives, to contribute to successful fundraising activity.
* Working as part of the STT global executive team to extend and enhance STT’s vision, mission and values
* Measure, document and share impact through our communications
* A knowledge and interest in digital technology innovation
* Proactively secure media coverage for STT and coordinate press requests and responses.
* Brand awareness across all channels of the charity, our mission and purpose and our products and services.
* Leading both a communications team and also enabling the whole team to be resourced and equipped to deliver effective communications in their STT projects.

Qualifications and Skills

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| Essential | Desirable, non-essential |
| Proven specialist experience in a communications role.  | Relevant qualification  |
| Understanding of importance of strategic communications and a knowledge of content delivery across a number of different channels in traditional and new media keeping abreast of innovation  |  |
| Proven ability to develop and deliver a technology strategy for an organisation. Contribute to ambitious plans and willing to push to extend thinking with a desire to innovate and lead with this approach. |  |
| Experience of working with complex stakeholder relationships across organisational boundaries, and delivering and achieving results through others |  |
| Specific knowledge and experience with google analytics and facebook/Meta ad manager | Experience of LinkedIn advertising/content generation would be a plus |
| Extensive understanding of social media and digital media platforms and CMS systems (experience of Wordpess would be a plus) |  |
| Experience creating and coordinating content for digital platforms, e.g.social media, websites, newsletters |  |
| Proven experience utilising effective communications to increase funding and brand awareness  | Experience in managing budgets  |
| Leading & communication. Taking initiative and leading so others will follow. |  |
| Proven ability to project manage and deliver to tight deadlines and evaluate communication outputs and impacts. Overseeing new processes. |  |
| Proven Line management experience  |  |
|  Willingness to undergo appropriate checks, including enhanced DBS checks |  |
| Ability to demonstrate initiative to uphold the values of STOP THE TRAFFIK. Commitment to the safeguarding and welfare of vulnerable people, particularly children and young people | Knowledge of human trafficking. A prior understanding how it impacts individuals and communities |

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| Personal qualities  |
| A positive leader with excellent communication and interpersonal skillsAbility to multitask to a high levelAbility to train others with an passion to create a positive learning environment Willingness to learn new skills, particularly in areas where there is no previous proven experienceHighly resourceful, organised self-starter, open to innovation with strong attention to detailExcellent ability to work both independently and in a teamOpen to the concept of agile working with an ability to oversee large projectsAbility to work under pressure and meet deadlines with ease and efficiencyStrong sense of empathy with the ability to tell stories from data |

Safeguarding vulnerable children and adults

STOP THE TRAFFIK is committed to safeguarding and promoting the welfare of vulnerable children and adults. We expect all staff to share this commitment and to undergo appropriate checks, which may include an enhanced DBS check.

The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment.

The duties of this post may vary from time to time without changing the general character of the post or level of responsibility entailed.