

# Job Description

<b>Title:</b>	Head of Communications
<b>Contract:</b>	1 Year Fixed Term Contract
<b>Function/Team:</b>	STOP THE TRAFFIK
<b>Location:</b>	London, SE1
<b>Hours:</b>	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).
<b>Unsocial working:</b>	Occasional weekend and evening working is required, but time off in lieu is given according to current policy.
<b>Reports to:</b>	Executive
<b>Grade:</b>	D

## STOP THE TRAFFIK (STT)

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 move its profits unimpeded. By combining our unique data set on human trafficking with an intelligence led approach, STT is actively undermining these three pillars that allow trafficking to continue.

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 pounds 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 map out typologies and risk factors based on 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. STT had its model independently evaluated in 2019, with results clearly showing that what we do works. 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, sharing our multi layered integrated solution by 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 through using the resources available to lead the communications delivery across the organisation. This will involve high quality digital and offline content, a strong brand and message and by equipping the global movement to be active story tellers of our work.

## Roles & responsibilities include:

- Creating and delivering the STT communications strategy, working alongside the executive, to leverage STT's unique offering to all audiences.
- Strategic Communications to build awareness with policy makers, influencers and the media on the global human trafficking challenges
- In line with our theory of change, the ability to enable the organisation to deliver exceptional communications:
  - To undermine the recruitment of vulnerable communities through oversight of our global geo-targeted campaigns and support the usage of the STOP APP to promote data collection.
  - To reduce demand through promotion and effective communication of our engagement across the business sector. Including, B2C (Business to communities) and B2B (business to business) campaigns to drive change and to support the usage of the STOP APP to promote data collection.
  - To disrupt the ability of traffickers to move proceeds of crime, through effective partnerships with financial institutions and markets.
- Analysing and shaping our social media performance and outcomes and interpreting data and a drive to increase our following.
- Managing and building 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
- Documenting and sharing evidential change and 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.

## Person Specification: Head of Communications

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	
Extensive understanding of social media and digital media platforms	Specific knowledge of google and facebook analytics
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

Personal qualities
<p>A positive leader with excellent communication and interpersonal skills</p> <p>Ability to multitask to a high level</p> <p>Ability to train others with an passion to create a positive learning environment</p> <p>Willingness to learn new skills, particularly in areas where there is no previous proven experience</p> <p>Highly resourceful, organised self-starter, open to innovation with strong attention to detail</p> <p>Excellent ability to work both independently and in a team</p> <p>Open to the concept of agile working with an ability to oversee large projects</p> <p>Ability to work under pressure and meet deadlines with ease and efficiency</p> <p>Strong sense of empathy with the ability to tell stories from data</p>

**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.**

**Signed:**

Employee:		Line Manager:	
Print Name		Print Name	
Date		Date	