


Just for Kids Law Communications Officer

	Role Description
Role	Communications Officer
Reporting to	Co-Lead and Director of Development
Organisation purpose	<p>Just for Kids Law (JfKL) exists to work with and for children and young people to hold those with power to account and fight for wider reform.</p> <p>We do this by providing legal representation and advice, direct advocacy and support, and through strategic litigation, campaigning and equipping others to work for children’s rights.</p>
Context	<p>This is a new role at Just for Kids Law, bringing focus on planning and execution of our communications strategy. You will be responsible for external and internal communications alongside developing and protecting our Brand image and awareness. This new role is key to contributing to the delivery of our income strategy to support children and young people when they need us.</p>
Role purpose	<p>Working closely with the Director of Development you will establish, maintain and develop the effective planning and delivery of JfKL’s communications strategy. You will share our voice across digital communications and raise the visibility of our external profile across website, newsletters and campaigning activity. You will develop our digital income opportunities aligned with our income strategy, including delivering fundraising campaigns with your own digital income targets. You will support internal communications to engage and align team members, alongside developing and ensuring consistency across Brand voice and values.</p>
Key accountabilities	Key activities/ tasks
Communications	<ul style="list-style-type: none"> • Responsible for all external communications including the development of key messages and brand consistency. • Ensure case studies and stories are told with authenticity and aligned with client consent. • Responsible for the delivery of communications, including the annual impact report, across all online and offline platforms for Just for Kids Law and its associated brands. • Oversee media relations activities, responding to media requests and coordinating interviews with team members as well as conducting proactive media outreach. • Manage social media activities and drive engagement across call to actions. • Produce newsletter content. • Work with frontline delivery staff to identify and write case studies and identify stories to support impact reporting and fundraising campaigns.

	<ul style="list-style-type: none"> • Work with partner organisations to co-deliver messaging and reports for media and media briefings aligned to our direct legal work, policy and Children’s rights Alliance for England (CRAE) • To provide proactive and reactive media relations, including liaising with national and local media. • Maintain a record of media coverage and a contact database. • To be responsible for working with the media on all campaigns and press activity. • To be responsible for the daily operation of social media channels including content and analytics and on-going development. • Assist in the creation and delivery of all internal and external communications materials and campaigns and identify opportunities for influencing stakeholders. • Ensure effective cross organisational communication.
Project communications	<ul style="list-style-type: none"> • Alongside young people, support the co-creation of digital content. • Working in collaboration with the JfKL project lead and external partners, produce project specific materials including marketing literature. • Identify and secure additional PR, media training, brand creation and/or project assets.
Fundraising	<ul style="list-style-type: none"> • Alongside the Director of Development agree and deliver fundraising campaigns to increase engagement and income through digital channels. You will have an annual income target. • Supporting the engagement and retention of donors and supporters through targeted and personal communications.
Marketing	<ul style="list-style-type: none"> • Managing and delivering against an agreed budget. • Oversee production of all print and multimedia promotional materials. • To be responsible for the organisation’s two websites, including on-going development, and liaising with external relevant suppliers. • To be responsible for the daily operation of the charity’s websites including content and analytics. • To produce regular newsletters and be responsible for its marketing and development. • To support delivery of the regular client survey. • To be the custodian of the brand of the charity, ensuring consistent use of images, identity and messaging.
Events	<ul style="list-style-type: none"> • Managing and delivering against an agreed budget. • Alongside Directors and Trustees, organise and manage events designed to promote Just for Kids Law’s expertise, insight or to support fundraising and stewardship activities. • To identify opportunities, including externally run events, for the wider promotion Just for Kids Law’s activities to existing and new stakeholders.
General responsibilities	<ul style="list-style-type: none"> • To ensure effective systems and processes for all communications and stakeholder relationship activity including compliance with GDPR and new opt-in policies. • Setting communications targets and delivering monitoring and evaluation. • Maintain confidentiality of service users, Trustees, staff and volunteers

<ul style="list-style-type: none"> • Proven experience of handling media issues for an organisation in the charitable sector. • Experience of working with young people or other beneficiaries to support them to engage with the media 		<p style="text-align: center;">x</p> <p style="text-align: center;">x</p>
<p>Skills and abilities</p> <ul style="list-style-type: none"> • Excellent communicator who is highly capable of collecting, handling and presenting information in innovative, impactful ways, whilst also having an analytical eye for both detail and the bigger picture. • Ability to build rapport and trust with young people. • A high level of computer literacy with a good standard of writing as well as proficiency in Microsoft applications (Word, Outlook, PowerPoint, Excel, etc.) • Ability to manage a range of tasks whilst meeting tight deadlines. • Ability to deal with confidential and sensitive issues discreetly. • Ability to work flexibly and to be self-servicing. • Ability to share complex information in an engaging manner. • Knowledge of social justice and delivering social change, policy work, and youth justice delivery. 	<p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p>	<p style="text-align: center;">x</p>
<p>Qualifications and training</p> <ul style="list-style-type: none"> • Communications or marketing experience, ideally in a charity setting. • Proficient with Adobe Illustrator/ InDesign/ Canva. • Communications related qualifications. • Knowledge of Crisis Communication planning and delivery 	<p style="text-align: center;">x</p> <p style="text-align: center;">x</p>	<p style="text-align: center;">x</p> <p style="text-align: center;">x</p>
<p>Qualities</p> <ul style="list-style-type: none"> • Respect young people and champion effectively for their rights. • Energetic, self-motivated and organised individual demonstrating interest in and commitment to the organisation's objectives. • Enthusiastic about working for this young and ambitious organisation. • Enjoy working alongside young people. • A fast learner with a highly motivated and proactive attitude, able to work flexibly with staff and independently using own initiative. 	<p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p> <p style="text-align: center;">x</p>	<p style="text-align: center;">x</p>
<p>Other requirements</p> <ul style="list-style-type: none"> • A willingness to work occasional evenings and weekends with time off in lieu (TOIL) 	<p style="text-align: center;">x</p>	

May 2026