



Job Description and Person Specification

Job title:	Deputy Director
Reporting to:	Director
Location:	Central London, W1
Term of employment:	Full-time, 1 year contract available for renewal dependent on funding
Salary:	£35k-45k
Closing Date:	7th of March 2012
Interview Date:	9:00 21st of March 2012

The organisation:

Make Justice Work (MJW) is a campaign to promote a better understanding of the value of community sentencing both within government and the wider public, including the judiciary, victims and the media.

We aim to raise public awareness of the pointlessness and expense of locking up low-level offenders, only for them to re-offend again and again. Crucially, the campaign identifies the community-based alternatives to custody that are most effective.

MJW is a small organisation – this role will bring the staffing level to 4. The other roles are:

- Director (3 days per week)
- Senior Researcher (freelance??)
- Head of Operations (4 days per week)

Role Summary:

The Deputy Director will work with the Director and the Chair to take the MJW message into the heart of government. The role is also about boosting public support for a change in how Britain deals with low-level offenders – a switch from expensive and futile short prison terms to intensive and effective sanctions in the community.

The right candidate will have the confidence and skills to make a major contribution to MJW's campaign.

Main Responsibilities:

The Deputy Director role will have three main areas of responsibilities:

1. Deputising for the Director
2. Lobbying and Public Affairs
3. Media and communications

1. Deputising for the Director

The post holder will deputise for the Director – externally and internally - whenever necessary.

Externally, s/he will support the Director in developing and delivering campaign messages and in developing and maintaining close working relationships with supporters, stakeholders and partners

A major part of this will be representing the campaign at external meetings, conferences and events

Internally the Deputy Director will support the Director in the day-to-day management of the organisation. Also, due to the size of the campaign, the post holder will support the Director in fundraising activities

Lobbying & Public Affairs

To develop and deliver of MJW's lobbying & public affairs strategy

To develop and maintain productive relationships with key policy-makers and advisers.

To draft briefings for MPs and Peers as the need arises

To attend Party Conferences and other events as required

To monitor all relevant political and parliamentary developments

Alongside the Director, to attend and maximise the effect of meetings with policy-makers and opinion-formers.

Media and communications

To develop and deliver of MJW's media and communications strategy in order to generate optimal exposure for MJW campaign messages in all media, including web-based

To be "hands-on" in drafting letters to the media, press releases, the MJW blog and articles for newspapers and journals.

To represent MJW externally and create opportunities for the Director

To plan, organise and manage high profile events when necessary

Person Specification

Essential Criteria

1. Excellent communication and interpersonal skills with the ability to respond to and develop the press and media
2. Experience of lobbying and campaigning, coupled with a good grasp of Westminster and Whitehall processes
3. Ability to analyse complex issues, and explain them clearly to a non-technical audience
4. Ability to represent the campaign at external meetings, conferences and events
5. Ability to oversee the daily operations of the campaign and to be involved with whatever is necessary for the good of the campaign
6. A real passion for what the campaign is looking to achieve
7. Comfortable working as part of small team

Desirable Criteria

1. Media and public speaking experience
2. A keen news sense, and a good understanding of new media
3. Ability to interpret numerical data
4. Financial management experience
5. Fundraising experience
6. Working experience within in the CJS or related social policy area