

# Communications and Campaigns Officer: Recruitment Pack

# Job Description and Person Specification

<b>Title:</b>	Communications and Campaigns Officer
<b>Reporting to:</b>	Director, Birth Companions Institute
<b>Location:</b>	<b>London</b> (at least two days per week) and home-based
<b>Contract:</b>	Two years with possible extension
<b>Starting salary:</b>	£32,250
<b>Hours:</b>	Full time – 35 hours per week

## 1. About Birth Companions

Birth Companions is a national charity supporting women having their babies in very difficult and complex situations. These include mothers in prison; mothers with insecure immigration status; and mothers who have involvement from children's social care. Their lives are often shaped by deep-rooted, structural factors such as sexism, racism and poverty. These women and their children experience enormous challenges, but often they are not given the support they need, and are treated unfairly. This results in poor outcomes for mothers, and long-term problems for their children.

At Birth Companions we deliver specialist services to improve women's lives in the here and now. We make sure there's evidence of what's going wrong and how to make things right. We work with partners to shape national law, policy and guidance, improve the care given by statutory services and systems, and ensure women's rights are upheld.

We do this through Birth Companions' three interlinked areas of work:

- **Our specialist services** provide support to women and babies, and help us understand what's happening on the ground.
- **Our Lived Experience Programme** centres and develops the expertise and power of women who have faced severe disadvantage during pregnancy and motherhood.
- **Our Birth Companions Institute** holds our work with academics, politicians, policy-makers, journalists and legal partners, and coordinates our campaigns, research, thought-leadership and policy programmes.

## About the Birth Companions Institute

Birth Companions' services are needed because deep-rooted issues such as poverty, racism, the housing crisis, the hostile environment and social isolation create such significant inequalities; and because there is a lack of holistic, statutory support for women and their families. The Birth Companions Institute draws together learning and expertise from our Lived Experience Programme, our services and our network of partners to drive systemic and structural change to address these wider issues.

The Institute is a new development, launched in September 2025.

## 2. Job purpose

The Communications and Campaigns Officer will sit within the Institute's team, which currently comprises the Director and a Policy and Influencing Manager. They will work closely

with our Director of Engagement, our Engagement Officer, and members of the services team.

The Communications and Campaigns Officer will play a key role in raising awareness of our work and the issues we are seeking to address; influencing policy and public opinion; and amplifying the voices of the women we support. You will help shape public narratives around inequity and disadvantage, and contribute to Birth Companions' mission to lead systemic change.

### **3. Key areas of responsibility:**

#### **Campaigns and advocacy**

- Support the development and delivery of campaigns aligned with strategic priorities.
- Coordinate campaign activities including digital actions, events, design, and stakeholder engagement.
- Monitor relevant news and policy developments and contribute to campaign messaging.

#### **Communications**

- Create compelling content for social media, newsletters, blogs, and press releases.
- Help maintain and update the Birth Companions website.
- Shape responses to external events, reports and publications, centering Birth Companions and the Birth Companions Institute in conversations relevant to our strategic goals.
- Support the development of communications plans for projects and partnerships.
- Support our fundraising work through planning and delivering communications, helping to capture impact, and effective storytelling.
- Support internal communications across teams and volunteers.
- Assist in producing reports, presentations, and promotional materials.
- Help ensure staff across the organisation use core messaging and have appropriate materials to use in presentations/ events/ stakeholder meetings.
- Write and distribute regular newsletters for our subscribers and supporters.
- Build and maintain relationships with partner organisations and collaborate on communications and campaigns across the sector.

#### **Media and public relations**

- Manage and grow Birth Companions' profile across mainstream, professional and social media.
- Build and maintain relationships with journalists and media outlets.
- Draft and distribute press releases and response statements, and respond to media enquiries in close collaboration with the Policy and Influencing Manager and the Director.
- Support the development of case studies and storytelling materials, working with the Lived Experience Programme and services teams.

#### **Administration, monitoring and evaluation**

- Track engagement with and the impact of communications and campaigns.
- Produce regular reports and insights to inform strategy and provide updates to funders and partners.
- Support on administrative tasks for the Birth Companions Institute.
- Help produce our yearly impact reports.

### **4. Expectations**

- Carry out all duties with full regard to Birth Companions' values.

- Attend monthly team meetings (at least once a quarter these will be in-person), bi-weekly online staff meetings, bi-monthly in-person staff meetings in London, monthly staff supervision sessions, and other meetings in London, or elsewhere as required
- Attend training, conferences, and other opportunities for professional development.
- Work always in accordance with all policies, including our confidentiality and safeguarding policies
- Maintain and model the organisation's commitment to Diversity, Equity and Inclusion, anti-racism and anti-discriminatory practices.
- Carry out other reasonable tasks as requested.

*The job description sets out the duties of the post at the time when it was drawn up and will be reviewed as necessary. Duties may vary without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post.*

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### **Person Specification**

This post is open to **female applicants only** as this is deemed a Genuine Occupational Requirement (GOR) for this role under Schedule 9, Paragraph 1 of the Equality Act 2010.

### **Essential Criteria**

- Proven experience in communications, campaigns, and/ or public affairs.
- Excellent written and verbal communication skills.
- Strong understanding of digital communications and social media platforms.
- Ability to create engaging content tailored to different audiences.
- Commitment to social justice and understanding of issues affecting women facing disadvantage.
- Ability to manage multiple projects and meet deadlines.
- Collaborative and proactive approach to working within a small team.
- Competent in the use of Microsoft Word, Outlook for email and Outlook calendars
- Experience using design tools (e.g., Canva, Piktochart, Adobe Creative Suite).
- Familiarity with website CMS (e.g. Webflow) and email marketing platforms.
- Willingness to do routine tasks.
- Ability to work independently and manage time
- Availability and flexibility to travel into London (and other locations by arrangement) for staff meetings and other events during working hours 9.30-5.30) to meet organisational needs.
- Excellent understanding of cultural competency, diversity, equity, inclusion, anti-racism and anti-discriminatory practices.
- Commitment to the work and vision of Birth Companions and willingness to carry out the policies and procedures of Birth Companions and to work to agreed guidelines and codes of conduct.

### **Desirable Criteria**

- Experience of working in the charity or public sector.
- Knowledge of maternal health, criminal justice, or social care systems.
- Experience of fundraising.
- Lived experience of disadvantage or any of the challenges facing the women we work with.

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## Location and working days

Birth Companions does not have an office so on days when there are no scheduled activities or face-to-face meetings, the post holder will be based at home.

All our staff are expected to be flexible about their availability for meetings and other activities in London, which may require travel during peak times. Our all-staff meetings usually take place on Mondays.

Travel expenses to out of London locations will be covered by Birth Companions.

A home-working allowance will be paid, and a laptop and mobile phone will be supplied. We will provide all necessary training and equipment, but the successful candidate will need to be able to work from home on a regular basis and access work files and information via internet-based platforms.

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## Benefits and wellbeing support

Birth Companions is committed to being an ethical employer, valuing staff wellbeing and participation. We offer an excellent benefits package and have a range of measures in place to support staff to ensure they thrive.

### Financial remuneration

- Competitive salary rates which are regularly benchmarked to ensure they represent a fair market rate
- 3% employers pension contribution of qualifying earnings
- Home working allowance

### Working arrangements and time off

We operate a flexible approach to annual leave and time off to care for dependents to better support work/life balance including:

- 33 days holiday including bank holidays – staff can choose to work on public holidays and use this time off to mark religious and cultural festivals as they wish.
- Additional paid leave between Christmas and new year
- Flexible working hours by agreement for staff when working from home, and when not required to be in meetings etc.
- Flexible approach to unpaid parental leave arrangements to allow parents to use their parental leave allowance in ways that work best for them, including the option to spread the reduction in salary for a period of unpaid leave across the year to make this a more affordable.
- Unpaid leave arrangements for staff with caring responsibilities for close family members over the age of 18 including the option to spread the reduction in salary for a period of unpaid leave across the year to make this a more affordable.

### Measures to support staff wellbeing include

- A yearly wellbeing payment that staff can use in any way they feel supports their wellbeing.
- Employee Assistance Program offering telephone counselling service to staff and their family, legal and financial advice.
- Annual staff satisfaction survey

- Monthly Reflective practice group for non-managerial staff
- Regular clinical supervision for all staff
- Access to therapeutic support with an experienced therapist able to support staff with issues around racism

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### **Submitting your application**

Applications must be submitted using the application form supplied by Birth Companions and submitted as a **Microsoft Word** document sent as an email attachment. Please do not submit PDFs, or any other document format.

If you are unable to submit your application as a Word document via email please contact us in plenty of time before the closing date so that we can ensure that your application is submitted by another method and received on time and in the correct format.

**Please do not send CVs or detailed covering letters as** only information that is contained within the application form itself will be used when we shortlist candidates.

**Closing date for applications:** 5pm on 29 January 2026

### **Shortlisting process**

In order to make the process as fair as possible, our shortlisting is anonymous. Staff will not be able to see any of your personal information until after shortlisting is completed.

We use a scoring system to shortlist candidates, which is based on the essential and desirable criteria listed under the person specification on the job description.

Question 7 (Additional Information) on the application form asks you to provide a detailed explanation of how you believe your previous work experience, training, skills and lived experience show that you meet the essential and desirable criteria. Please ensure you include as much detail as possible in this section.

We will also take into account the general presentation of your application.

### **Positive action**

Currently Black women and women from other racially marginalised groups are under-represented in our staff team and we therefore particularly welcome candidates from these communities. Positive action is entirely voluntary but something Birth Companions has chosen to do to improve diversity within our staff team. Under the Equality Act of 2010 it is lawful to recruit or promote a candidate who is of equal merit to another candidate, if the employer reasonably thinks the candidate has a protected characteristic that is underrepresented in the workforce. We only apply positive action at the end of our recruitment processes, after we have first established that the candidates under consideration are of equal merit based on a pre-set, structured scoring system using the responses to questions asked at interview, as well any written tasks the candidates have been asked to complete.

We are committed to ensuring that Birth Companions is a safe space for Black women and women from other racially marginalised groups. We have put a range of measures in place to ensure this, including specialist therapeutic support for those who may be directly affected by racism. If you would like to know more please see our [Anti Racism statement](#)

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single criteria on the person spec. At Birth Companions we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, and you meet most of the essential criteria for the role but your past experience doesn't align with every aspect of the job description, we encourage you to apply and tell us what you can offer our organisation. If you have the abilities needed for the role, we can often offer training and support to the right candidate if necessary.

### **Disclosure and barring checks**

Birth Companions works with vulnerable adults, children and young people. As a small organisation it is likely that staff will come into contact with a vulnerable adult or child. Therefore, all our staff roles are exempt from the Rehabilitation of Offenders Act 1974 and applicants for all of our staff roles are required to undergo a Disclosure and Barring Service Check (DBS).

Birth Companions undertakes not to discriminate unfairly against any subject of a criminal record check on the basis of a conviction or other information revealed. Criminal records will only be taken into account for recruitment purposes where a specific conviction or caution is relevant to the role. However, Birth Companions will not consider an individual for a staff role if they have been barred from working with children or vulnerable adults.

Birth Companions can only ask an individual about convictions and cautions that are not 'protected' as defined by the Rehabilitation of Offenders Act 1974 (exceptions) Order 1975. Failure to reveal information that is directly relevant to the position sought could lead to withdrawal of an offer of employment.

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