



Promoting Nacro's crime reduction policies: Briefing for Policy Communications Consultant applicants

Background

Nacro has a long history of providing services and contributing to policy change about working with offenders and those at risk to reduce offending.

We are carrying out a short-term project to re-examine and refresh our policy messages and material on community interventions, the use of custody, resettlement and the treatment of offenders to ensure we're in a strong position to influence policy before, during and after the forthcoming general election.

We are looking for a Policy Communications Consultant to play a central role in this project. We need someone with excellent communication and policy skills and strong political instincts to help us define our messages and produce compelling written material. He or she will work closely with Nacro's policy and communications teams.

The Consultant needs to be ready to start work immediately.

About the project

Aim:

To enable Nacro to communicate policy messages and influence thinking on reducing reoffending.

Objectives:

Analysis

1. Identification of key audiences we're aiming to reach among: media, policy makers, influencers (eg, civil servants, advisers, academics, think tanks)
2. Evaluation of current and potential policy climate
3. Analysis of relevant Nacro and other material

Strategy

4. Refinement of Nacro's core policy messages
5. Identification of main areas where we should elaborate our policy
6. Development of communications strategy to promote policy (including publication as hard copy and online and promotion through mainstream and social media)

Communicating

7. Development of appropriate range of robust and compelling communication materials to promote policy
8. Implementation of communications strategy

The consultant will be expected to:

- Be available to work two to three days per week, starting on appointment, up to August 2010.
- Support Jackie Lowthian (National Policy Development Manager) and the Communications team in objectives 1 – 6.
- Research and write a range of material (objective 7). The specific components and subjects to be covered by written material will be agreed after the initial analysis and strategy phases. The material will vary from in-depth specialist briefings, to articles for publication and tweets.

Person specification

Knowledge

1. a) Ideally, in-depth knowledge of criminal justice and/or prisons policy.
Otherwise
b) In-depth knowledge of a relevant social policy areas (eg, crime reduction, housing, or education) and a good understanding of criminal justice and prisons policy and the proven ability to acquire in-depth knowledge of a new area quickly and efficiently.
2. An understanding of how to reach key influencers and decision-makers in order to bring about policy change, including the role of social media.
3. An understanding of the role of non-governmental organisations in lobbying for change to policy and practice.

Experience

4. Campaigning, public affairs, policy development or a closely-related field.
5. Producing material for publication, including articles for the media.
6. Responsibility for the successful delivery of projects involving diverse collaborators and clear deadlines.

Skills and abilities

7. Proven ability to translate complex ideas into clear and compelling copy.
8. The ability to analyse and interpret large quantities of data from research, practice and other sources and to extract its implications for policy.
9. The capacity to use statistics and other factual information effectively to support the communication of defined policy objectives.
10. Experience of checking information for accuracy and pertinence.
11. The ability to work flexibly across teams and consult effectively.

Fee

The contract price will be a fixed lump sum of £17,000. This represents a daily rate of £300 for a maximum of 57 days' work. This sum is inclusive of all travel and other expenses.

Appointment process

Please submit a CV by **19 March 2010** to jackie.lowthian@nacro.org.uk. Your CV should include referees' details as we will be contacting referees ahead of interviews. Please enclose copies of relevant articles or other written work.

Shortlisted applicants will be interviewed on **26 March 2010**

Thank you

We look forward to hearing from you.

For more details about Nacro, go to www.nacro.org.uk