

# Birthrights Engagement Director

## Job description

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- Role Purpose
- Grow the reach, depth and impact of our engagement with women and birthing people, the media and digital networks, and individual supporters.
  - Develop, deliver and evaluate effective, proportionate strategies to strengthen Birthrights' strategic communications and brand, supporter engagement, and income generation.
  - Lead the engagement team and line manage the Participation Officer, Communications and Fundraising Coordinator, and other staff/freelancers subject to funding.
  - Provide effective, compassionate and inspiring organisational leadership as part of the senior team.
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Reports to Chief Executive

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Salary £45,000 FTE per annum (£27,000 actual for 3 days per week)

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Hours 22.5 hours per week based on a 37.5 hour working week. Employee-led working schedule but hours will need to overlap with whole team at least one day per week.

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Location Home-based (UK within reasonable commuting distance of London and able to travel to regular team meetings and events in London, once the Covid-19 situation allows). Co-work space option.

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Benefits 30 days annual leave pro rata, highly flexible working, enhanced sick pay and parental leave policies.

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Contract Permanent

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## About Birthrights

Birthrights champions respectful care during pregnancy and childbirth by protecting human rights. We provide advice and information to women and birthing people, train doctors and midwives, and campaign to change maternity policy and systems.

**Our vision is that everyone receives the respect and dignity they deserve in pregnancy and childbirth.** Our mission is to become the authority on human rights in pregnancy and childbirth in the UK and use that influence to improve services and practice throughout the maternity system.

Effective, impactful communications and engagement underpins all our work. We're proud to have secured significant media coverage and a strong reputation with our core audiences with no in-house comms resource. During the pandemic, we've seen demand for our support shoot up and rights in childbirth regularly on the front pages. Thanks to new funding, we now have the chance to grow our team, reach and impact.

## About the role

We need a creative, inspiring communicator and leader to be our first ever Engagement Director. You will head up a new engagement team, working alongside the Programmes Director who leads our advice, training and influencing. We have big ambitions to reach even more people who need us, improve the accessibility and inclusivity of our services, facilitate meaningful participation of women/birthing people across our work, and deepen relationships with existing supporters, campaigners, donors and volunteers.

You will line manage the Participation Officer (already recruited) and a new Communications and Fundraising Coordinator (via the Kickstart scheme), with scope to grow the team further, subject to funding. You will create and deliver a new, audience-led approach to media relations, digital communications and supporter journeys.

Your first priority will be getting our communications in top-notch shape. You'll also lead recruitment and stewardship of individual supporters, whether one off donors, regular givers or events fundraisers (the CEO leads trusts and corporate fundraising and the Programmes Director leads on training income). As part of the senior team, you'll jointly lead a small but growing organisation, ensuring staff are supported and able to thrive.

It's an exciting time to join us. In 2021, we will continue to champion human rights in response to Covid-19 restrictions in maternity care, launch a new national inquiry on racial injustice, grow our advice and training, and shape a new strategic plan.

Birthrights is a small but mighty charity, so you need to be both strategic and hands-on. You'll have the mandate to shape our engagement function, achieve change at pace, and design new ways to reach and involve people in our vital mission. Covid-19 has shown human rights in childbirth are more important than ever.

## Job description

### Strategy

- Review Birthrights' current communications through digital and traditional channels, identifying strengths, gaps and opportunities to improve
- Develop an audience-led strategy to grow the reach, depth and impact of our engagement with:
  - Women, birthing people and their families/partners
  - The media, social media and other digital networks/influencers
  - Individual supporters - campaigners, donors, fundraisers, volunteers
- Oversee the new participation strategy to engage women/birthing people with lived experience of maternity services in our work (led by Participation Officer)
- Work with the senior team to develop and deliver our overall income generation strategy, taking the lead on individual giving, community and events fundraising
- Contribute to the development of our new strategic plan for 2021-24

### Delivery

- Manage and grow existing social media channels - Facebook, Instagram, Twitter - and scope opportunities to use new platforms and apps
- Provide a high-quality, responsive press office function, proactively secure media and PR opportunities to build our profile, support and develop our spokespeople
- Be the overall brand guardian for Birthrights, ensuring consistency and quality of design, messaging and tone across all channels - print, digital, and voice

- Oversee the creation of pithy, creative, on-message content such as printed materials, infographics, illustration, video, gifs, impact reports
- Manage and develop the website and create effective digital supporter journeys
- Explore opportunities to recruit new patrons and celebrity ambassadors
- Support the team to recruit, induct, manage and support volunteers consistently

## Leadership

- Build a cohesive, supportive and high-performing engagement team, providing effective, empathetic and professional line management and development for staff
- Work with the Chief Executive and Programmes Director to jointly lead Birthrights, ensuring robust plans, reporting and team support are in place
- Support the Chief Executive to engage effectively with the Birthrights Board, liaising directly with specific Trustees on strategic comms and engagement matters
- Contribute to robust evaluation, finance, governance, human resources and risk management processes, as part of a small senior team
- Commission and oversee our website, brand and other consultants/freelancers

## Person specification

### Essential

- Leadership or management experience in a communications or engagement role - or similar field such as campaigns, individual giving or marketing
- A clear, creative and concise communicator - verbally and in writing
- Track record of growing reach and relationships with a range of audiences
- Ability to deliver high quality work at pace and (sometimes) on a shoestring
- Thorough understanding of all forms of media including social media and a track-record of securing media coverage on challenging issues
- Knowledge of good fundraising practice, especially with individuals through donations, digital campaigns, direct marketing, community activities or events
- Knowledge of the challenges facing small charities competing for space and voice in a crowded field
- A self-starter, able to work independently and effectively in a remote team
- An inspiring leader, supportive manager and strong team player
- Willingness to muck in, support other members of a small team, and flex easily between strategic and hands-on tasks
- Commitment to our values, to inclusion and to working on own biases and beliefs
- Sensitivity and ability to navigate thorny issues or reputational risks

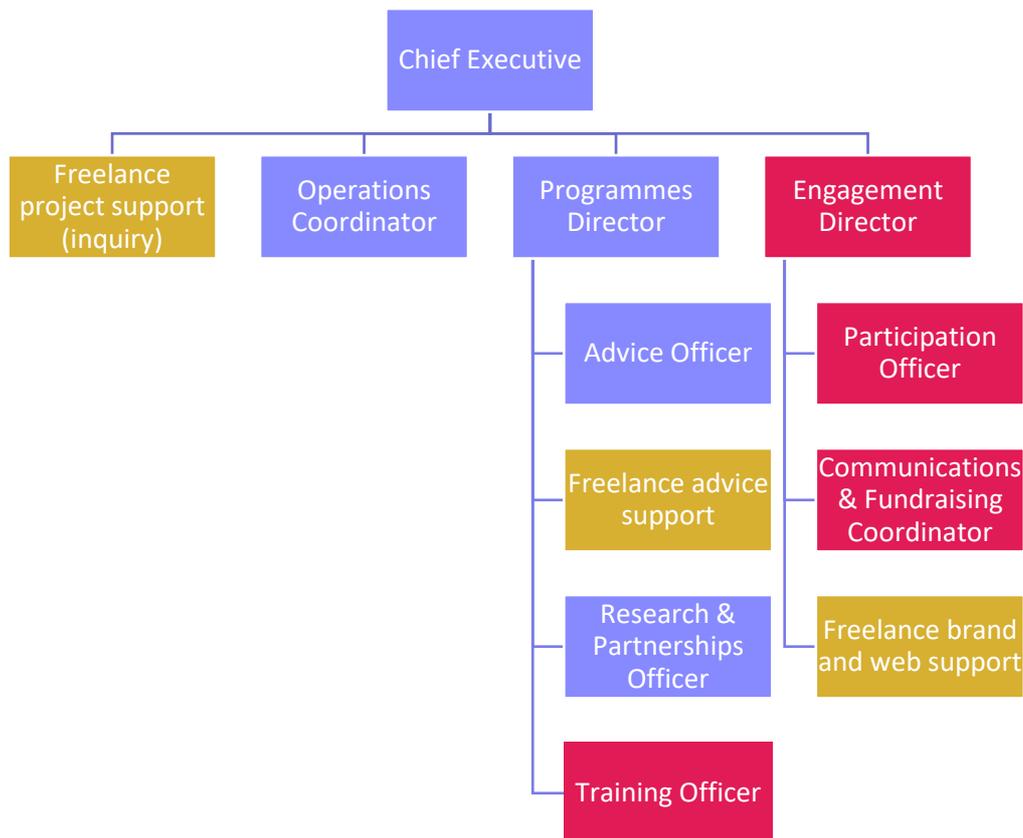
### Desirable

- Experience of working in the charity sector
- Good network of relevant media contacts so you can hit the ground running
- Knowledge of maternity care and/or current rights issues in pregnancy and birth
- Experience of engaging people from diverse backgrounds and with a range of needs in communications and other work (public-facing and internal)
- Experience of commissioning and working with freelancers/consultants
- Knowledge of good practice in participation methods, both online and offline

## Our team

We have a small team of core staff, supported by freelancers. In 2021, we are set to grow, with four new posts (in pink below). Our Board of Trustees and network of Associate Trainers bring a wealth of diverse experiences and expertise to help deliver our mission.

We are a friendly, passionate and supportive bunch. We have always been a fully remote team, working from home, but we also have access to a co-work space in London Fields. Our ethos and policies promote genuinely flexible working. We know the work/life juggle is tough - especially now - and will do whatever we can to support your wellbeing.



## Diversity, equity and inclusion

Birthrights is committed to diversity, equity and inclusion in our organisation and our external work. You can read our full inclusion statement [here](#).

We have signed the [Show the Salary pledge](#), adopted [the Halo Code](#), support the [#NonGraduatesWelcome](#) campaign, and recently trained with the [Queer Birth Club](#).

We want to increase the diversity of our team, especially at senior level. We particularly welcome applications from people of colour, LGBTQ+ people and disabled people, who are currently under-represented in our staff team. We will use positive action under the Equality Act 2010 to appoint from these under-represented groups if two candidates are equally qualified.

We would like to thank the [Thirty Percy](#) foundation for making this new role possible.

## How to apply

Please send your CV and a short covering statement (maximum two sides of A4) to [info@birthrights.org.uk](mailto:info@birthrights.org.uk) **by noon on Monday 8 February**.

The covering statement is your opportunity to tell us why you're a good fit for this role. We know it's a big job so don't expect you to have everything we are asking for on day one and we are committed to providing support and training. Do look at each criteria under 'Person specification' and give clear, specific examples of how you meet them through your personal or professional experience (volunteering counts too). Don't forget to tell us why you want the job!

If you have any questions about the role and application process, please contact [info@birthrights.org.uk](mailto:info@birthrights.org.uk). We can offer an informal conversation to answer any questions you might have about the role before you apply.

Interviews are likely to take place on Zoom w/c 22 February 2021, to be confirmed nearer the time. Please let us know if you require additional support or reasonable adjustments for the application or interview. We really want the process to feel accessible.