



Communications consultant – reframing crime and justice

Background

Transform Justice initiated a programme to change the public conversation about crime and justice in 2016. This was done in partnership with the international FrameWorks Institute (who conducted the research) and with the Criminal Justice Alliance, the Standing Committee for Youth Justice and Clinks. We are now working with the wider sector to unlock the power of these insights and enact the new framing (see <http://www.transformjustice.org.uk/reframing/>). This involves working intensively with six selected charities in the criminal justice voluntary sector to help them communicate in ways that shift public thinking. We are looking for a communications consultant to help us do this work.

The consultant will work as part of the project team with the specific aim of embedding this approach to communications in the six organisations. We want to support all staff to understand the approach and develop the confidence of leaders and communications staff to use it. The consultant will do this through face to face training and discussions and through telephone and online coaching with staff members in each organisation. They will also facilitate staff members across organisations learning from each other through informal means and through regular meetings where challenges are shared and discussed. The consultant will be

Required to

- Understand and clearly communicate orally and in writing the reframing approach as applicable to any social issue, and in particular the findings of the reframing crime and justice programme. There will be training in place to support this.
- Be able to write journalistically using the frames and present to an external audience using the frames
- Develop relationships with and gain the trust of staff members of the selected criminal justice organisations
- Deliver introductory workshops for the organisations on the reframing messages and how to use them
- Work out which staff members to focus coaching on
- Coach these staff members in using the frames in all their communications
- Convene and facilitate a group of staff members from each charity working on the reframing project
- Liaise with Fionnuala and Penelope and feedback on progress

Characteristics

- A self-starter
- Able to quickly grasp new concepts and put them into practice
- Familiar with communications and/or marketing techniques
- Flexible
- Commanding authority
- Patient

- Effective in coaching others

Particulars

- This role will be a freelance contract with Transform Justice
- Transform Justice anticipates this work requiring 5-7 days of the consultant's time per month for 12-14 months
- The rate per day will not exceed £300
- The consultant will work remotely using their own telephone and computer
- Reasonable travel and expenses to support the contracted work will be paid in addition to consultant fees

If interested in this freelance opportunity, please contact Penelope@transformjustice.org.uk by Friday 22 February.