



Head of Communications and Campaigns

May 2018

Salary: £50K p.a. (full time equivalent)

Introduction to the role

The Safer Tourism Foundation was set up in 2016, ten years after the deaths from carbon monoxide poisoning of two children, Christi and Bobby Shepherd, who died whilst on holiday in Corfu. The charity's aim is to reduce the numbers of preventable deaths, injuries and illnesses to people travelling abroad.

The charity's work in its first year was undertaken by its Chief Executive, Katherine Atkinson, supported by a fantastic Board of Trustees, chaired by Ian Ailles, Director-General of the Houses of Parliament. Together we built the charity's infrastructure including supplier contracts to deliver our finance, IT, HR and legal services, and we developed some really positive and supportive relationships with a range of organisations including major travel companies, the Foreign and Commonwealth Office, the gas safety industry and the voluntary sector.

One of our key projects in these early months was the development of the Safer Tourism Foundation Pledge. The pledge is a set of statements of intent – commitments, if you like – that we are asking travel companies to sign up to, in order to demonstrate their support for our work and their agreement to collaborate and to share practical information with others in order to keep travellers safe and well. This is the first time the industry has been asked to come together outside the confines of a membership body (such as ABTA) to work beyond the usual competitive relationships and to share this kind of information in order to prevent further deaths, injuries and illnesses. You can see the list of current signatories to the pledge on our website.

We are now exploring with a number of major travel companies the idea of turning the pledge into a consumer badge which would give people travelling overseas a level of confidence in the health and safety approach of the company with which they book. For this badge to mean something to consumers it is essential that we raise the profile of the charity and its aims. This is the key focus for our second year of operation.

We launched our website in September 2017, with a wide range of public facing content designed to give practical, down to earth advice to help people stay safe and well when travelling abroad. We are continuing to work on the content, extending and refining it so that we become the one stop shop for the travelling public that we intend to be. Whilst the website content is good, we have always been cognisant of the need to develop further the functionality and look of the site, and that is a major project we are currently undertaking, with a revised site due to launch in early summer. It is critical that our site is of the highest quality as we want to secure links to it from all of the travel companies signed up to the pledge (and more). These companies represent around 9 million passenger journeys from the UK per year and so links to and from these company websites constitute an invaluable channel to talk to the travelling public and to promote the charity.

Who we are looking for

The first year of our operation was focused on establishing ourselves with the travel industry, with gas safety experts and developing the essential infrastructure of a charity. This second year is all about consumer awareness and public profile, and developing hard hitting and effective public campaigns. We have chosen three campaign themes for this year: pool safety (in hotels and villas); road safety (including pedestrians) and carbon monoxide, particularly linked to the risks associated with camping and ski chalets / apartments.

We had a great start to our year with two features in the Telegraph's Saturday travel section in January. The Daily Telegraph travel editorial team is immensely supportive of our work and has taken up our ask of the industry to share anonymised incident data as one of their 10 campaign themes for the year. They are planning an exclusive launch of our summer pool safety campaign in early July.

It is a huge agenda for a small charity, but we have real momentum already and solid foundations to deliver on our communications and campaigns work. For the last few months this work has been driven by our first Head of Communications and Campaigns, appointed in January 2018. Sadly, due to a change in personal circumstances he has had to leave us and we are now looking for someone to take the work forward and make it their own.

We need someone with drive, passion, vision and creativity to help realise this potential; but someone who doesn't mind rolling their sleeves up and getting stuck in, as is often needed in a small charity. As this is a start up, we are all plate spinners, using our own expertise where it makes sense, and sourcing it from elsewhere when that is the best solution. We are not hampered by job titles, we are cost conscious as all charities must be, and determined to show that we can make a difference for the travelling public. This is the lasting legacy for Christi and Bobby Shepherd.

As Head of Communications and Campaigns you will work alongside the Chief Executive to bring to life the charity's aim. You should expect plenty of room to influence the future development of the charity, the chance to work closely with our Board of Trustees, and high expectations of delivery.

You will need to decide when to use suppliers for our communications work, and you will manage those relationships to ensure we get the best possible results, as well as value for money. You will need to think both strategically and tactically (occasionally at the same time!), use creative campaigning techniques and your best influencing and negotiating skills to help us succeed.

You will need to be able to help pinpoint the unique difference we can make in improving the health and safety of travellers through our communications and campaigns activity. You will have an appetite to develop the necessary processes (e.g. privacy) from scratch to ensure we remain legally and morally compliant. Rest assured, however, that we want to remain "admin-light" wherever possible. We know that not everything we try will work perfectly but we are determined to be honest about our performance and learn from everything we do.

You do not need to work fixed daily hours; this role can be flexible to suit (within reason) and you could be home or office based. We anticipate the role requires around 0.6 of a Full Time Equivalent, so 3 days a week, but these hours can be worked flexibly, and we would want to agree the broad pattern with you depending on your own circumstances. You will need to be able to travel within the UK, usually by public transport but occasionally by car if it makes more sense.

If this sounds like something you could get your teeth into, then please read on for the full job specification. To apply, please email us your CV along with a covering letter explaining how you meet the requirements of the post. We look forward to hearing from you and thank you for your interest.

Katherine Atkinson

Chief Executive

Katherine.atkinson@safertourism.org.uk

Head of Communications and Campaigns

Key areas of responsibility

1. Raising awareness of the charity and its work
 - Developing a suite of effective communications materials and messages to support the Foundation's work across a variety of media including print, display, video and internal publications (e.g. annual report and evaluation)
 - Supporting the Chief Executive and Board of Trustees by leading the development and delivery of a communications and campaigns strategy with clear and measurable objectives
 - Building a network of positive relationships with key media (broadcast, press and online) channels to drive effective campaigns
 - Measuring and evaluating the effectiveness of the communications and campaigns programme on an ongoing basis, and ensuring continual improvement based on evidence (including stakeholder feedback)

2. Influencing industry and the public to effect changes
 - Devising and delivering innovative and engaging consumer campaigns to ensure the work of the Foundation and its key messages are understood and recognised by a wide audience in order to effect behaviour change amongst the British travelling public
 - Building relationships with communications functions within the travel and gas safety industries in order to influence and collaborate effectively

3. Website management and development
 - Managing (through an external agency or agencies) the further development of the website, including the design, functionality and interactivity of the site
 - Commissioning and ensuring high quality and refreshed content, images and videos
 - Ensuring a wide range of links to and from other sites and negotiating with other providers where necessary, increasing the reach of the website
 - Monitoring website usage patterns and using this to inform future website development

4. Social media
 - Developing further and maintaining a powerful profile and presence on Facebook, Twitter, LinkedIn and others, and using these channels to further the charity's aims
 - Using social media channels effectively to spread awareness of, and support for, the charity amongst the widest section of the public
 - Developing and implementing social media elements effectively for specific public awareness campaigns
 - Developing a credible and authoritative voice online for comment and reaction to news and events

Person Specification

Essential	Desirable
Professional skills and experience	
<ul style="list-style-type: none"> • Broad communications experience as part of a senior team • In depth understanding of how to use social media to influence public awareness and behaviour • Experience of developing creative and powerful communications materials both for corporate audiences and the public • First class written English including the ability to write persuasively and accurately for a wide range of audiences and through a variety of channels • Strong analytical skills, able to build insights from data and translate that into communications and consumer campaign plans • Understanding of how to evaluate communications and consumer campaign activity • Understanding of campaigning techniques • Strong project management skills (including delivering projects to budget and on time) • An established network of media relationships relevant to this role • Experience of managing the development of a website including content and functionality 	<ul style="list-style-type: none"> • Experience of leading communications and/or campaigning activity within a charity or campaigning organisation • Understanding of consumer research methods and experience of using them • Experience of managing multiple suppliers in a range of contracts • Experience within the travel industry, health and safety field or in consumer matters • Understanding of government relations
Personal skills and attributes	
<ul style="list-style-type: none"> • Able to build positive relationships with a diverse range of partners and stakeholders, including senior colleagues from the travel industry and related sectors, across statutory bodies 	

<p>and with the voluntary sector</p> <ul style="list-style-type: none">• A collaborative and creative approach to problem solving• Able to negotiate successfully (e.g. supplier contracts)• Highly organised and self motivated• Able to determine priorities and remain solutions focused• Energetic, a self starter with drive and initiative• Able to contribute to the strategic development of the charity, including working with the Board of Trustees effectively• Flexible in approach to take on whatever needs doing (within reason) in a small charity• Committed to the aims of the Safer Tourism Foundation	
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