

Communications Consultant

DATE:

February 2024



About

Spark Inside is an award-winning charity that has transformed the lives of over 1,000 people living and working in our prisons. We have pioneered coaching in prisons, showing the value of coaching to change lives and systems. In the next decade, we set out to make coaching available to anyone who wants it in the justice system and aim to reach 10,000 young people with our coaching programmes.

OUR VISION

The futures of people affected by the criminal justice system are determined by their potential, not their past.

OUR MISSION

We use coaching to unlock the potential of individuals and drive culture change in the criminal justice system so that rehabilitation is possible.

We are one of the first organisations to take life coaching to people living and working in prison and to use systems coaching to bring together staff and prisoners in UK prisons. Our expert coaches are qualified and trained professionals. In addition to developing and delivering innovative coaching programmes, we are also committed to working with parliamentarians and government officials to influence criminal justice policy, and shift the perception of people in prison, platforming their voices and highlighting their unlocked potential.

In addition to our coaching programmes for people in prison, we have also begun coaching prison staff and young people in the community.

You can find out more about what we offer, and the impact of our coaching programmes at www.sparkinside.org and on [Twitter](#).

"I've always told myself I can't – but what if I can do that? It's really made me think I could do something different."

Josh, 18, Hero's Journey participant*



"The life coaches saw the spark in me that I hadn't seen in myself for a long time, and it gave me hope that it wasn't too late to change. Now I've left prison for the last time and I'm not going back. I know I can make it."

Michael, 20, Hero's Journey participant*

Communications Consultant Brief

Rate: We have an overall budget of £20,000 and expect this role to be 2-3 days a week of work. We are open to proposals of how the outputs of this brief will be fulfilled.

Length of contract: July 2024 – December 2024 (with 2-4 days available between Mar-Apr for time with Head of Communications and SMT)

Location: Remote (with some travel to London required)

The Communications Consultant will be responsible for maintaining Spark Inside's external communications and communications strategy during the period that the Head of Communications is on maternity leave.

The Communications Consultant is contracted by Spark Inside on a freelance basis. They will work closely with the Communications Team, led by the CEO in the absence of the Head of Communications.

The right person will share a passion for our cause, have a good understanding of the criminal justice sector and be skilled when it comes to storytelling and developing impactful, exciting content for an external audience.



Services to be provided

CONTENT CREATION

- Oversee our three key social media platforms (LinkedIn, X and Instagram) keeping them regularly updated (minimum once/week) with fresh, engaging content (including blogs, comment pieces, case studies).
- Collaborate with our Programmes and Impact and Innovation teams to create excellent content showcasing the work we do with people who live and work in prison.
- Develop content (through collaboration with our Participation and Engagement Manager and Programmes Team) that platforms the voices, experiences and insights of the young people we serve, in an authentic and ethical way.
- Draft and publish our annual Impact Report, showcasing our achievements in the past financial year.
- Oversee the creation and dissemination of key marketing materials (e.g. brochures and posters).
- Draft and distribute two of our quarterly supporter e-newsletter. These will go out in July and October.

STRATEGIC COMMUNICATIONS

- Ensure our external communications align with and amplify our strategic aims, organisational objectives and policy and influencing messaging.
- Support the CEO in organising Spark Inside events (1 or 2 small events during the contract period).
- Support the CEO on our digital fundraising campaign in November.

COLLABORATIVE WORKING

- Attend fortnightly online Communications Team meetings, chaired by the CEO and attended by the Communications Officer, Participation and Engagement Manager and Policy and Campaigns Consultant.
- Maintain regular contact with our staff team and coaches to generate content ideas and ensure our communications are championing their work.

There is scope for more strategic support e.g. acting as a sounding board/playing advisory role for the CEO in drafting commentary and thought pieces depending on the candidate's experience and we are interested in proposals that include this. However, the core functions of the role outlined above need to be fulfilled as priority within the budget.

Skills and qualities

SKILLS

- Strong storytelling skills and the ability to create compelling narratives
- Excellent writing and proofreading skills
- Able to retain, distil and communicate complex information in a simple and persuasive way for different audiences
- Outstanding people skills and the ability to build impactful professional relationships

EXPERIENCE

- Creating and delivering an impactful communications strategy in the criminal justice sector.
- Producing written materials for different audiences, including policy-focused materials

APPROACH

- Highly organised, detail-oriented and self motivated
- High comfort level working in a diverse environment
- Comfortable in a small team environment and able to work flexibly as part of a growing organisation

How to apply

If you would like to apply please email your CV along with an outline of how you would fulfil the brief with an estimate of days and day rate, to louise@sparkinside.org. The deadline for applications is **5pm on Wednesday 13th March**. We will then hold online interviews with shortlisted candidates on **21st and 22nd March**.



Our values

SPARK

We want to feel a strong sense of passion and 'spark' for everything we do. We commit to people, projects and partnerships that align with our values.

HEART

We maintain an open mind and an open heart, and we always act with kindness and consideration.

STICKABILITY

When the going gets tough, we stick with our participants, our projects and our commitments. We channel our grit and resilience to make it through challenges and we don't give up easily.

IMPACT

Our impact on our participants is at the heart of every decision we make and it is how we judge our success, so we take evaluation seriously.

LEARNING

We are humble, curious and constantly developing. We apply and share our learning to amplify our impact.

INNOVATION

We celebrate creativity and design new ways of doing things, based on evaluation data and stakeholder feedback. We innovate to remain relevant to our participants' needs.



Who am I...

Funny
Looks neat
Fresh trainers
A good man
Loyal
Smart
Good example

Future

Family man
Kids
Mentoring
Businesses

Thank you

THANK YOU FOR YOUR INTEREST IN WORKING WITH US

To find out more about Spark Inside and the work we do, please visit our website or contact us below.

www.sparkinside.org | officeadmin@sparkinside.org | 020 3468 0706 |  @spark_inside
Unit 386, Salisbury House, 29 Finsbury Circus, London, EC2M 5QQ | Registered charity no. 1148420