



International House  
12 Constance Street  
London E16 2DQ

info@singinside.org  
www.singinside.org  
Registered charity 1182678

## **Head of communications**

Sing Inside provides group singing workshops in prisons across England and Wales. We are seeking a committed and enthusiastic head of communications to join our team to shape the comms outputs of a small but ambitious national charity.

Sing Inside enables all participants to enjoy singing with others free from judgement or assessment, inspiring hope, positivity and greater aspiration. We train confident, inspiring community music leaders who deliver engaging, accessible singing sessions. We prioritise enjoyment in our approach to learning to increase confidence, promote teamwork and encourage participants to recognise their individual contribution to a shared goal.

Sing Inside is entirely volunteer run, with a highly committed central team and robust governance from a board of trustees with professional experience in music, education and penal reform. Local committees are managed by the CEO and executive committee members, while allowing autonomy to adapt and thrive in their local context. We work with the universities of Cambridge, Oxford and York to recruit volunteers, and we engage a significant number of students, alongside local volunteers. Sing Inside collaborates widely, working previously with Learning Together, partnering with Novus and the Prisoner Learning Alliance to roll out Covid-19 resources and radio broadcasted music sessions, and have worked with Strawberry Words on anti-racism, equality, diversity and inclusion. To support our learning and development we are members of the Corbett Network, NCVO, Clinks, and the National Criminal Justice Arts Alliance.

## **Role description**

Sing Inside's head of communications has overall responsibility for the communications of the charity. As a group of remote teams managing and engaging a national network of volunteers and prison residents, this individual oversees communications to our stakeholders, including funders, supporters, regular donors and prison staff. This person should have an imaginative and compelling communications vision for Sing Inside, supporting the charity to expand its reach and spread its vision, mission and values more widely.

This is a voluntary role and we are an adaptable and flexible team, but we expect the candidate would commit between 3 and 5 hours per week to the role (depending on communication priorities at different times). However, if you would be interested in the role but due to capacity constraints may struggle to commit to the full range of responsibilities, please still get in touch; we are happy to explore job sharing and more flexibility.

This role is an excellent opportunity to shape the communications of a young, small but highly ambitious organisation, working on a variety of communications outputs to strengthen our following and the understanding of our work. It will provide valuable experience of working across a remote team and a national charity, tailoring communications to different audiences, and building relationships with other charities to support and generate new



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content. Overseeing a digital development programme and managing a number of projects will provide excellent experience of project management, as well as problem solving and cross-team working.

Sing Inside's executive team all receive a personal development budget to be spent on training in any area which you feel will support your work (subject to approval from the chief executive) and further free training opportunities are often available via our memberships with Clinks, NCVO, the National Criminal Justice Arts Alliance and the Small Charities Coalition. The candidate will also benefit from our continued anti-racism training, focusing this year on whiteness and fragility.

The ideal candidate would also be able to strategise a communications approach across all of Sing Inside's outputs and design this in close partnership with other members of the teams, co-ordinating all communications using clear agreed language and principles of communication, as well as making innovative use of digital and making full use of the opportunity to oversee seeking a consultant to make changes to our website. We would particularly like this individual to take a committed approach to communicating Sing Inside's work around anti-racism, working with a variety of stakeholders to share our message but also learn from others, discuss progress and learning points, and consult with others in our network. Other areas of communication include volunteer engagement and recruitment, donor engagement, promoting our services to new prison partners, and external policy and campaigns.

We would like this candidate to work on improving engagement with our social media content, website and email newsletter, ensuring different channels support further engagement and improve traffic to our website (particularly donation pages) and help us to set targets in this area. We would also like this candidate to take an ambitious approach to our budgeted digital development plan. Finally, our head of communications will work closely with our head of development to build relationships across the criminal justice, charity, music and volunteering sectors, gathering content from partners but also sharing our content with them, and building relationships which may support future partnership working and spreading the vision of the sector more widely.

We are seeking someone with the vision and patience to overhaul and redesign a successful but informal approach to communications, and optimise engagement with Sing Inside. The ideal candidate will identify our strengths and capitalise on them further, as well as identify gaps in our approach to comms where a real impact could be made. By working with project officers and local committee publicity officers to tailor our outputs we would like this role to strengthen and clarify our mission, vision and values in the public eye, and liaise with the head of development and chief executive to encourage greater donations and support of the charity to improve our resilience and sustainability.

**Reports to:** chief executive

**Person specification**



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- A strong team player with a commitment to Sing Inside's future
- A flexible and adaptable approach to the workings of a small charity
- An independent worker who can take initiative to pursue and research projects independently
- Organised and reliable, and able to provide regular updates on tasks and outputs
- Excellent communication skills across spoken and written communications
- Experience (either voluntary or remunerated) communicating in the charitable or criminal justice sector, encouraging support through volunteering, financial contributions and public support of our mission
- A passion for public-facing communications
- A commitment to anti-racism, diversity, equity and inclusion
- A commitment to Sing Inside's mission, vision and values and an interest in the criminal justice system
- Competent use of IT such as email and Microsoft Office, as well as Salesforce, Canva and Wix for website maintenance, or a willingness to learn how to use any of these platforms
- Strong teamwork skills, including the ability to manage members of local volunteer teams, respond to their queries and support them in delivering local services on Sing Inside's behalf
- A commitment to attending quarterly board meetings and reporting to the board of trustees as necessary
- A commitment and openness to personal development through training opportunities, mentoring and other schemes as appropriate
- A willingness to attend singing workshops whatever your singing ability and be part of building confidence across groups of singers in our face to face workshops by taking part
- *Desirable, but not essential:* musical leadership experience or accompanist skills, to support on our workshops when possible

### **Key responsibilities**

- Managing all of Sing Inside's external communications, including our blog, monthly newsletter, and social media presence
- Initially creating a communications plan, mapping content on all platforms and mapping timescales and responsibilities across our teams to ensure Sing Inside communicates regularly with volunteers
- Designing and scheduling social media content to ensure consistent and engaging content is regularly circulated
- Planning our monthly newsletter with our project officers and liaising with local committees for regular updates and news
- Liaising with the head of development to design and manage donor communications, including thank you letters, donor newsletters, invitations to events and further benefits of being a regular giver
- Increasing our following across social media platforms and tailoring content to each one
- Increasing engagement with our monthly newsletter where possible



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- Regularly monitoring our website to ensure information is up to date and relevant, and liaising with the chief executive on an exciting programme of web and digital development
- Managing donor communications in partnership with the head of development, including thank you letters, Friend's Scheme updates and events planning, and

### **Management responsibilities**

- Project officers: social media and long-form communications. Liaising to ensure monthly newsletters, social media reports and scheduled posts run smoothly and are scheduled in advance
- Local committee members: each of our local committees will have a publicity and/or fundraising officer. Together with the head of development you will support their work, monitor progress against agreed outputs, and ensure their communications plans are effectively scheduled in line with other communications across the organisation to support wider comms strategy
- Project management: working alongside a consultant (yet to be recruited) to examine our website and agree a timeline for this to be overhauled. This will be done in partnership with the executive team over 2021-22

### **Location**

- Remote working, with opportunities to meet in person as they arise

### **Time Commitment**

- Quarterly board meetings for approximately 2 hours (usually weekends or evenings; attendance via video call is standard but in-person meetings may recommence)
- Between 3 and 5 hours per week, with flexibility depending on particular communications pressures at different times of year and on personal capacity
- Out of office hours for executive committee meetings and specific projects
- Attendance of day-long Sing Inside in-person visits when possible

### **Reporting to**

- Chief executive

### **Remuneration**

- Voluntary, but with personal development training budget, travel expenses paid, and additional expenses or opportunities funded at the discretion of the chief executive

### **Skills / Keywords**

- Communications
- Organisational and strategic development and planning
- Digital skills
- Marketing and Public Relations
- Fundraising communications
- Stakeholder mapping, management and engagement



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## Recruitment process and timeline

1. Application by answering provided questions (written or audio/video submissions accepted) by 31.10.2021
2. Application shortlisting with input from Sing Inside volunteers
3. Interview with two members of the Executive committee and potentially an informal conversation with a local committee member
4. Offer of appointment in November 2021
5. Appointment subject to references/vetting November/December 2021
6. Induction and welcome

A note on vetting: As an organisation, we welcome applications from individuals with spent and unspent convictions. We know that vetting processes might bring up some concerns, and we want to reassure potential applicants that checks such as a DBS do not form part of our decision making processes. If you have any questions, please don't hesitate to get in touch - we would encourage you to do so as early on in the process as possible.

Members of the Sing Inside team are required by our safeguarding policy to undergo a basic DBS check, which shows up only unspent convictions. If we make a candidate an offer of a role, we will support you through the DBS process and any other vetting queries or concerns you may have during your work with us - please just get in touch with any questions.

## How to apply

If you feel you have the experience and commitment to make a real contribution to the future of our charity, we look forward to hearing from you.

To apply, please answer the questions provided at the bottom of the role description. Applications should be submitted by **31 October 2021** to Maisie Hulbert at [maisie@singinside.org](mailto:maisie@singinside.org) in the first instance with the subject line '**Head of communications application**'. You can either submit them as written answers in an attachment to an email, or as spoken answers via audio/video file explaining your suitability for the role.

## Contact

Any questions regarding the position should be submitted to [maisie@singinside.org](mailto:maisie@singinside.org). Sing Inside's website is [www.singinside.org](http://www.singinside.org).

## Sing Inside's values

At Sing Inside, we are:

### 1. **Community-driven**

We will strive for community singing sessions in which all participants are included, trusted, supported and respected, and we will centre collaboration and co-production in our work to form genuinely equitable partnerships. We will create environments in which narratives of



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assessment or judgement are replaced by the importance of having fun with others to create hope and aspiration.

We will live this value beyond the team-building environments of our workshops, and strive for collaborative partnerships with prisons, local communities, volunteers and other organisations. We want our partnerships to maximise the unique added value of different organisations and deliver projects which inspire people and change their lives.

## **2. Inclusive and anti-racist**

We want to see a radically changed prison system and society: an anti-racist, equitable and inclusive environment in which stigma and stereotype does not prevent people from fulfilling their potential. We will strive to use any power and influence we have through our work to pursue this goal. We want our workshops to set an example of the incredible power that genuinely inclusive and anti-racist ways of working can have, and we commit to continuing to learn, listen and critique our work as we progress on this journey.

## **3. Flexible**

We are flexible and we listen. We know that there are changing needs within the changing landscape of the criminal justice system. We will always respond to the individuals we work with and the systems we work within in order to deliver tailored and rewarding programmes for all.

## **4. Ambitious**

We will deliver high-quality educational sessions and think creatively about improving access to our work through continued remote engagement. We will pursue the importance of fun and enjoyment with others as a prerequisite for positive community engagement and social behaviours. We will stand up for the right of people in prison to access singing as a mechanism for this, and aim to change public perceptions around the importance of providing opportunities for fun to people in prison.

These values are still a working model, subject to consultation with people in prison and our volunteers as soon as practical.

### **Questions for application**

1. How can you demonstrate that you have the skills necessary for this role? Please describe, using examples, your experience in paid or voluntary positions relating to communications, marketing, social media, digital or other areas which you think you could bring to this role. *(500 words or up to 5 minutes)*
2. How have you demonstrated Sing Inside's values in your work and life to date? Please use examples. *(300 words or 3-4 minutes)*



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3. Sing Inside is a small charity run by volunteers, with many competing pressures on the time of the team members. Tell us in your own words how you would approach bringing together communications priorities from across the team. How would you manage competing communications priorities and ensure content across all our platforms is regular and engaging? How would you approach creating a system to structure our communications work? *(500 words or 3-4 minutes)*