

advocate



Marketing Advisory Group
Application Pack

About us

Advocate is a charity that finds free legal assistance from volunteer barristers.

We provide assistance in all areas of law, and at all levels, from tribunals right through to the Supreme Court.

We match people who need free legal help with barristers who are willing to donate their time and expertise in deserving cases for those who cannot obtain legal aid and cannot afford to pay.

We believe that fair and equal access to justice is the foundation of our society. That the quality of your legal representation shouldn't depend on the depth of your pockets, but the merits of your case.

Advocate is the Bar's national charity that makes it possible for barristers to balance a dedicated practice with making a significant contribution to the community. We exist because committed barristers across England and Wales care about access to justice for everyone.

Summary of our aims and objectives for the next 12 months

Aim 1 - Strengthen our casework service to make it the best it can be for our applicants and volunteers

- Increase the number of cases placed
- Provide better support for volunteers
- Create a more personal service

Aim 2 - Increase our reach to people who need our help by working in partnership with the voluntary sector

- Ensure frontline voluntary sector organisations are aware of our service
- Ensure vulnerable people can access our service

Aim 3 - Deepen our relationship with the Bar to further embed pro bono and celebrate 25 years of the Bar's pro bono work

- Celebrate and highlight the Bar's pro bono work
- Further embed the value of pro bono with barristers at all stages of their career

Aim 4 - Build a stronger organisation supporting our people, with a secure financial underpinning, and effective governance

- Support our people
- Develop a fundraising strategy and robust financial processes
- Strengthen our governance with a particular focus on diversity
- Explore new premises

About the Group

We are creating a new Marketing and Communications Advisory Group at a key stage in our development. 2021 is our 25th anniversary and in the past year we have experienced significant change, increasing the number of cases we placed by 79% and digitising our services.

We now have over 4,400 barristers on our panel of volunteers who are working with us to help to reunite parents and children, compensate victims of unfair dismissal, secure asylum for refugees escaping violence, reclaim lost benefits and tackle many more injustices. The demand for our services continues to increase as the impact of the pandemic continues to unfold.

About the role

We are looking for **three people** to join us with experience in communications and marketing. The team will be joined by our Communications Manager, Chief Executive, and one of our trustees.

The aim of the Team is to lend marketing and communications expertise to Advocate so we can ensure that

- People needing legal help understand how to use our services
- Front line organisations are aware of our service and how we can help
- Barristers are motivated to volunteer and take on pro bono cases
- Case studies are shared more widely to demonstrate the breadth of our work

Tasks

- Lend your marketing and communications expertise, engaging in conversations to help improve our work
- Identify possible marketing and communication opportunities
- To act as a sounding board for marketing and communications strategies and tools, including communication plans, materials, and social media
- To develop and hone ideas
- To provide advice and expertise on the development of specific communications and marketing issues as and when they arise

Time commitment

You would be expected to attend meetings every two months via Zoom for 1.5 hours with emails and occasional calls between meetings. The estimated time commitment is two hours per month.

Term limit

Minimum of one year, maximum of three years.

Remuneration

The roles are unpaid positions, however reasonable out of pocket expenses will be reimbursed.

Person Specification

Essential

- Marketing and communications experience
- Experience of analysing audiences and identifying relevant communications channels and messaging
- Highly effective communication and interpersonal skills
- Collaborative team player
- Interest in developing Advocate's profile and reach within the access to justice sector and beyond
- Willingness to devote the necessary time and effort to support Advocate's success and progress

Desirable

- Knowledge and appreciation of the challenges facing charities working in access to justice
- Experience in planning and executing social media campaigns and strategies
- Interest in identifying partnering opportunities and assisting with collaborative communications and marketing

We are looking to increase diversity in our governance roles within our organisation. We therefore welcome applications from communities across the UK and particularly encourage applications from ethnic minority backgrounds or other underrepresented backgrounds.

Application process

To apply for the position, please submit a CV and cover letter **by 5pm on 7th July** outlining your interest and suitability for the role, taking into account the requirements set out in the personal specification. Please ensure the statement does not exceed two pages of A4. We would be grateful if you would also complete the [equal opportunities form](#) if you are willing to do so.

If you would like to find out more about the role please contact Rebecca Wilkie, Chief Executive, rwilkie@weareadvocate.org.uk, who would be happy to discuss the role further.

Interviews dates to be confirmed.

Thank you for your interest.