

JOB DESCRIPTION

JOB TITLE:	Audiences Coordinator
REPORTS TO:	Head of Operations
CONTRACT:	12 month fixed-term
LOCATION:	Home-based with regular visits to prisons
LEAVE:	24 days per annum
HOURS:	Full time
SALARY:	£27,000

ABOUT THE PRISON RADIO ASSOCIATION (PRA)

The Prison Radio Association (PRA) is an award-winning charity that has revolutionised communication in the criminal justice sector.

We developed and run National Prison Radio (NPR), the world's first national radio station for people in prison, providing practical advice, support and inspirational content to people behind bars. The service is available in prison cells across England and Wales via in-cell television.

We're also developing the Prison Radio Podcast Network – a brand new resource for people leaving prison and others who are involved in the criminal justice system – with funding from the National Lottery's Reaching Communities fund.

We're leaders in using audio to change lives, working with a wide range of statutory bodies, government departments, charities and broadcasters, including national BBC radio networks.

In 2020 we were named Production Company of the Year at the Audio Production Awards and are nominated in five categories at the 2022 ARIAs.

OVERALL PURPOSE OF JOB:

The relationships we have with our audiences is central to our success.

These include National Prison Radio listeners, their families and loved ones; podcast subscribers; visitors to the PRA's website; social media followers; other charities and organisations in related sectors; criminal justice professionals and members of the wider public.

This role is central to ensuring all these audiences feel involved and well-informed about our work.

The work you do will feed in to our organisational evaluation strategy, as well as fulfilling our communications requirements. You'll be the first person to see/hear correspondence from our listeners, which stretches to tens of thousands of items per year, and you'll refer these items on to colleagues as appropriate. You'll oversee our Customer Relations Management (CRM) system. You'll also play a key role in advising colleagues around how effectively our productions are achieving their objectives.

MAIN DUTIES:

- 1 To ensure all correspondence to the Prison Radio Association is captured, logged and passed on to the production teams.
- 2 To correspond with external parties, such as other charities or government departments, to share information about National Prison Radio where relevant.
- 3 To visit prisons across the country on a monthly basis, with colleagues, to survey National Prison Radio listeners as part of our evaluation processes.
- 4 To process and analyse audience feedback and to respond where required, including allocating thematic codes to correspondence, and working with colleagues to ensure coding themes are relevant.
- 5 To refer any concerns or issues arising from listener correspondence to the right person – paying particular attention to any serious complaints, safety or safeguarding issues, security issues or any other concerns that require escalation.
- 6 To curate and upload National Prison Radio content to the HMPPS Digital Hub system, using digital editing software and the Drupal Content Management System, adding images and writing show descriptions to make content easy for audiences to find.
- 7 To provide support in interpreting analytics data and audience feedback from our activity on the HMPPS Digital Hub system, and sharing feedback with PRA staff by updating feedback sheet on a weekly basis.
- 8 To ensure the PRA website is maintained and kept up-to-date, including writing blogs, updating our impact headlines, ensuring the staff and Trustee profiles are correct.
- 9 To manage the PRA's info mailbox, either responding to queries that come in via the website or passing them on to the relevant team member to respond to.
- 10 To write copy for our editorial space in *Inside Time*, the national prison newspaper, on a monthly basis, and to update our broadcast schedule where required.
- 11 To write regular newsletter copy and distribute it to our database of stakeholder contacts.
- 12 To update our Customer Relations Management system.
- 13 To work within the security parameters required within HM Prison and Probation Service, and to follow instructions given by senior colleagues or prison staff.
- 14 To carry out any other reasonable duties as directed by senior PRA staff.

KNOWLEDGE, ESSENTIAL SKILLS and EXPERIENCE REQUIRED:

- A high standard of written and spoken English, with the ability to write material in a suitable voice for a variety of audiences.
- A strong understanding of data protection regulations and their importance in the compilation and management of mailing lists, contact databases and other relevant business functions.
- Ability to generate good story ideas, and to communicate those stories to a variety of audiences.
- Ability to understand the sensitivities around working in the criminal justice system, and confident representing the PRA in public if required.
- The ability to deal confidently and effectively with colleagues and external contacts.
- Ability to work well as an individual and within a team environment – with the ability to contribute and share ideas and knowledge.
- Excellent organisational and administrative skills to prioritise workloads meet deadlines and respond flexibly to rapidly changing priorities.
- Attention to detail, the ability to work speedily and accurately under pressure.
- Good collaborative working and relationship building – experience of working in partnership.
- Resilience and commitment to the goals of the charity with high levels of self-motivation and enthusiasm – can maintain personal effectiveness when under pressure.
- Good planning and thinking skills with experience of prioritising and managing complex workloads to agreed deadlines.
- A thorough understanding of and commitment to the aims and values of the Prison Radio Association.
- Ability to identify key influencers and build relationships to promote the aims of the Prison Radio Association.
- Ability to adapt and work effectively with a variety of situations, individuals or groups.
- An understanding of the criminal justice system and the role of the PRA within it.