

## **JOB DESCRIPTION**

JOB TITLE:	<b>Development Assistant (Paid Internship)</b>
REPORTS TO:	<b>Director of Development</b>
SALARY:	<b>£10,000 pro rata</b>
CONTRACT:	<b>6 months</b>
LOCATION:	<b>HMP Brixton, London</b>
LEAVE:	<b>24 days per annum pro rata</b>
HOURS:	<b>Full Time (8am – 4pm, Monday – Friday)</b>

## **ABOUT THE PRISON RADIO ASSOCIATION (PRA)**

The PRA is an award-winning education charity whose aim is to reduce reoffending using the power of radio.

The PRA works closely with the National Offender Management Service (NOMS) to run **National Prison Radio**, which broadcasts programmes via in-cell television to prisoners across England and Wales. Programme content is designed to help prisoners in their rehabilitation.

National Prison Radio launched in 2009 and broadcasts a mix of speech and music programming. Through these broadcasts, the PRA encourages its prisoner audience to engage with the range of advice and support services and opportunities available to them in prison.

The PRA also provides support, guidance and expertise to existing prison radio projects and advises prisons interested in setting up radio stations and radio training facilities.

## **ABOUT THE ROLE**

At an exciting time of change for the PRA, this opportunity will suit somebody who is at the beginning of their career, and looking to work the broadcast media or charitable sectors.

You'll be working alongside the PRA's Director of Development, discovering how a small charity makes a big social impact, and helping the charity to demonstrate this impact the lives of prisoners.

You'll also be helping us to look after our partnerships – communicating with key stakeholders and looking after our relationships with clients and partners.

Working in often unpredictable circumstances, the successful candidate will get the opportunity to learn about the workings of a small but vibrant media charity which is re-defining the notion of public service broadcasting and revolutionising prisoner communications.

## **KEY AREAS OF RESPONSIBILITY**

- Support the Director of Development in all aspects of the PRA's evaluation strategy.
- Look after communications with key stakeholders, including other prisons and prison radio staff, as well as statutory, voluntary sector and commercial partners.
- Manage relationships with key partners, including administration of the partnership database.
- Provide administrative support on commercial campaigns.
- Support in creation and production of commercial audio, including short-form 'spots' and longer packages and programmes.

## **ABOUT YOU**

Above all else, you're extremely bright, passionate about the role of media in creating social change, enthusiastic and keen to learn.

You may be a recent graduate, or you may already have some experience either working or volunteering as part of an administrative team perhaps in the charitable and voluntary sector.

You're likely to have a knowledge of radio and an understanding of how broadcast media can promote socially beneficial messages to their audiences. You'll have some understanding of the needs and issues surrounding the prison population, and a strong understanding of public and current affairs.

You'll be highly numerate and confident in your ability to evaluate campaigns and measuring their effectiveness and impact on a target audience.

You'll be articulate, confident and able to stand on your own two feet. You'll enjoy the challenge of nurturing relationships with existing partners and seeking out new ones. You'll use your enthusiasm and first-class communication and inter-personal skills to act as an ambassador for the PRA.

You'll be passionate about the aims of the Prison Radio Association and be willing to work with colleagues within and outside the organisation to achieve these aims.

### **YOUR SKILLS AND COMPETENCIES**

- Campaigns – has an understanding of broadcast media campaign and how to realise and evaluate objectives through them.
- Analytical – can collect, collate and interpret data, and can turn observations into practical plans of action.
- Building relationships – good collaborative worker with experience of working in partnership.
- Strong influencing and negotiation skills – able to present sound arguments to convince others.
- Creative – uses imagination, creativity and experimentation and shows openness to alternative ways of doing things.
- Flexibility – adapts and works effectively with a variety of situations, individuals or groups.
- Strategic thinking – works accurately using excellent organisational and administrative skills to manage complex workloads, meet deadlines and respond flexibly to rapidly-changing priorities.
- Excellent communicator – deals confidently and effectively with colleagues, and able to represent the PRA to other parties.
- IT skills – strong understanding of IT, particularly CRM software and Excel.