



A: Jackson House
Sibson Road
Sale, Manchester
M33 7RR
T: 0161 207 2020
E: ajag@ralli.co.uk
W: ajag.co.uk

Marketing, Research and Communications Executive

Access to Justice (A2J) is seeking an ambitious and energetic Marketing, Research and Communications Executive to join the team campaigning against the Government's Personal Injury Reforms. These reforms, which are out for consultation, threaten to sweep away the rights of millions of people to seek redress for injuries which are not their fault. Moreover, tens of thousands of legal jobs and support services roles could disappear as law firms are forced to close their doors.

About Access to Justice

A2J has been described as the guerrilla wing of the personal injury sector. It was set up by Martin Coyne, Managing Director of Ralli Solicitors, to fight the personal injury profession's corner during the LASPO reforms in 2010-12. A2J is not a formal membership organisation and participation is open to organisations, representative bodies, law firms and other businesses that support injured people. This includes support groups and charities, consumer organisations with a particular interest in legal services, solicitors' firms and barristers, claims management companies, after the event insurers, trade unions and other membership organisations, and representative bodies.

The personal injury reforms were announced by George Osborne in November 2015. Under the terms of the proposals, people making personal injury claims worth up to £5,000 would have to use the small claims court and cannot recoup the cost of any legal advice. In addition, they would no longer be able to get any cash settlement for pain and suffering caused, although they would be able to claim for physiotherapy and loss of earnings. The consultation, which closes on 6th January 2017 proposes a £400 compensation limit for personal injury, with a further £25 available for psychological injury. A2J uses media relations, research and political lobbying to press its case, and when the reform agenda enters the political arena following the consultation exercise, our focus will increasingly switch to Parliament and the general public, as we seek to win hearts and minds and overturn this damaging and dangerous assault on our freedoms.

About the role

You will play a key part in the campaign effort during the parliamentary stages - both in parliament itself and in the public arena. Reporting to the executive committee and under the direction of the A2J director general and the communications lead, the marketing communications executive will have the following responsibilities

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A2J - Registered in England & Wales number 10145867.
Registered office Barlow House 708-710 Wilmslow Road, Didsbury, M20 2FW



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1. Commission and manage consumer and industry research to build a case against the reforms. Liaise with research agencies, write briefs and assess the research findings. You will also be expected to conduct in-house research and intelligence gathering at the direction of the executive committee;

2. Manage and administer the political database. Keep a record of the correspondence going out to politicians and officials from A2J as well as its members. Ensure that members and

A2J executives are fully informed about the status of the database, and that there is no unnecessary duplication of effort between the various stakeholders;

3. Take responsibility for sending out research papers, briefing material, and other political correspondence. Undertaking follow up tasks, such as contacting MPs' offices to ensure papers have been received. The role will require liaison with MPs' staff, including booking meetings and arranging follow-ups;

4. Work alongside the Digital Marketing Executive to assist with the social media strategy. Be alert for and deliver new initiatives to build audience and drive the profile of A2J within the claimant sector but also among the general public. Maintain close scrutiny of the twitter sphere to spot and think up opportunities for A2J to deliver key messages;

5. Administer the journalist database. Send out press releases and liaise with the press, where directed, to make sure material has been received. Research the news coverage for the sector to provide intelligence to the executive committee, which will assist the delivery of A2J strategy;

6. Attend exhibitions, conferences and other public arena events, as directed, to be a representative of the organisation. This would include helping to organise and arrange A2J conferences, such as those for our membership;

7. Assist the executive committee, and especially the Director General, with the A2J membership drive. Seek out and encourage new members to join. Be part of the team that is responsible for membership relations and fundraising;

8. Take part in the weekly update meetings of the executive committee. Take responsibility for writing the minutes and making sure the agenda (with supporting papers) are prepared and circulated prior to the next meeting. Assist the Director General in chasing minuted actions which need to be completed.

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Candidate profile

1. The candidate is likely to be a university graduate, with a degree or similar qualification in either marcomms, market research or public relations.
2. The candidate will be media savvy, with a good understanding of traditional and new media. It is likely that the candidate will be an avid consumer of the media, and have good practical experience of using Twitter (<https://twitter.com/ccesstojustice>), LinkedIn (<https://www.linkedin.com/groups/3722797>), Facebook (<https://www.facebook.com/accesstojusticegroup>).
3. The candidate will be computer-literate, both for word processing but also the management of excel, powerpoint and other communications-related software. The candidate will be able to manage databases.
4. Ideally, the successful candidate will have a research background, and be proficient in analysing and processing large amounts of information in an accurate and timely manner.
5. An interest in politics, the media and campaigning would be an advantage.
6. The ideal candidate will be opinionated, imaginative, and confident in their ability to make a difference in a high profile, fast moving campaigning environment.

Role details

Excellent salary, depending on experience.

The successful candidate will be based at Ralli's offices in Sale, Cheshire.

The candidate will be given IT and a mobile telephone.

Apply

Please reply with an up to date CV to Lisa Harris, Human Resources Manager, Ralli Ltd, Jackson House, Sibson Road, Sale M33 7RR or e-mail lisa.harris@ralli.co.uk

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