

Request for proposals: Media & Public Affairs Consultant (Part-Time, 4 Months)

We are a passionate and determined charity dedicated to ending immigration detention in the UK.

As part of our mission to amplify the voices of those directly impacted by the immigration system, we are seeking a skilled Media & Public Affairs Consultant. This consultant will play a pivotal role in enhancing the visibility of our work, securing impactful press coverage, and shaping policy discussions.

This project is expected to span approximately 26 days over a four-month period.

With a growing climate of increasingly hostile rhetoric towards migrants, this is a critical moment for our organisation to challenge negative narratives, influence decision-makers, and ensure that our clients' voices are heard at the highest levels.

If you are driven by the opportunity to make a tangible difference in the fight for migrant rights and have the expertise to drive media and public affairs campaigns, we want to hear from you.

Role Overview

We are seeking a consultant to work with us, to have the skills to hit the ground running and to develop and deliver a strategy over four months to:

- Increase media coverage of our research and amplify the voices of our clients.
- Engage with policymakers, parliamentarians, and other decision-makers to push for meaningful change.
- Pilot different approaches to media and influencing work, helping us assess what is most effective and make the case for ongoing funding in this area.
- Streamline and develop processes and templates to enable BID to respond more rapidly to news hooks.

Key Responsibilities

- Design and implement a four-month media and influencing strategy that tests different approaches to media and influencing work.
- Develop a media monitoring and evaluation process to track impact to inform future strategy and funding bids.
- Secure press coverage in national and specialist media by pitching stories, opinion pieces, and interviews.
- Identify and secure meetings with MPs, policymakers, or other key stakeholders.
- Develop compelling messaging, briefing and pitching materials and templates tailored for media and policy audiences.



- Develop robust risk assessment and processes and templates for lived experience involvement in BID's influencing work including speaking with the media.
- Provide advice and training to strengthen our media and public affairs work in future.

About You

We're looking for someone with:

- Proven experience in media relations and public affairs within the charity, human rights, or advocacy space.
- A strong network of journalists and policymakers, or the ability to build relationships quickly.
- Excellent communication skills and the ability to translate complex research into compelling narratives.
- A proactive, strategic approach to securing influence and impact.
- The ability to hit the ground running and quickly develop and deliver an effective four-month plan.
- Experience in testing and evaluating different communications and advocacy strategies.

This is a freelance/consultancy role, ideally starting as soon as possible.

How to Apply

To apply, please submit the following to recruitment@biduk.org:

- A CV and cover letter outlining relevant experience
- A brief proposal detailing how you would approach this project
- A proposed daily rate for this contract of work
- A portfolio or three examples of similar work

