

An aerial photograph of a city street featuring a prominent zebra crossing with white diagonal stripes. Several pedestrians are captured in motion, crossing the street. Long, dark shadows are cast across the pavement, indicating a low sun position. The overall scene is a high-angle, top-down view of urban activity.

# Economic Change Unit

Recruitment Pack 2026

**Head of Strategic Communications**

# Contents

<b>Contract information</b> .....	<b>2</b>
<b>About you</b> .....	<b>2</b>
<b>About the role</b> .....	<b>3</b>
<b>Job Description - Key Responsibilities</b> .....	<b>4</b>
Person Specification	<b>6</b>
Benefits	<b>7</b>
<b>How to apply</b> .....	<b>8</b>
Interview information	<b>9</b>
<b>About ECU</b> .....	<b>9</b>
Our Values	<b>11</b>
People, Culture & Structure	<b>11</b>
Equity, Diversity & Inclusion	<b>12</b>
Our Funding & Finance	<b>12</b>
Our Track Record	<b>13</b>
<b>How to get in touch</b> .....	<b>13</b>

Closing date:

**9am, Tuesday 5th May 2026**

**For questions on the recruitment process or to  
arrange an informal discussion about the role:**

**[recruitment@econchange.org](mailto:recruitment@econchange.org)**

Thank you for your interest in the Economic Change Unit.

## Contract information

<b>Contract type</b>	Permanent
<b>Hours</b>	Full time (our standard working week is 32 hours)
<b>Salary</b>	£58,904
<b>Location</b>	<b>Hybrid</b> , but must work from ECU's office in Vauxhall, London, at least twice a month and be prepared to attend meetings in London up to 2 days per week
<b>Reports to</b>	Director of Policy and Programmes
<b>Line reports</b>	Policy and Programme Lead

## About you

You will have a passion for, and knowledge of, strategic communications, with significant experience of devising and delivering impactful communications strategies and an impressive track record of effective media work.

You need to be able to create highly strategic plans from scratch and then enjoy rolling up your sleeves and delivering them, making a big impact with a small team. On some days, you'll be writing strategies, commissioning research and devising other impactful interventions to influence the mainstream media narrative on economics. On other days, you'll be pitching a press release, turning around a reactive line in an hour when a story breaks, or meeting a senior journalist.

You should be someone who loves to think strategically about how to shape the media narrative around complex issues, including identifying influential actors and understanding their agendas. At the same time, you should be comfortable rolling up your sleeves and getting stuck into day-to-day comms and other delivery, working flexibly as part of a small team that supports each other across our priorities. And ideally you will be able to demonstrate experience of working between communications, campaigning, policy, and advocacy disciplines and understanding of how these areas of work need to interact to bring about policy change.

You do not need to be an economic policy specialist, but an ability to quickly grasp and fluently communicate technical policy issues is essential.

## About the role

The Head of Strategic Communications will lead strategic communications at ECU, building on our track record of shaping media narratives around the economy and working across multiple campaigns and programmes.

A major focus of the role will be developing and implementing an impactful package of strategic communications activities to advance the goals of our [Invest in Britain](#) campaign. Launched in summer 2024, the campaign aims to unlock a major narrative and policy shift on the need for a sustained increase in UK public investment for climate action, public services and just transition.

This work involves influencing the mainstream media narrative on UK public investment, including through building effective relationships with journalists, proactive branded and unbranded media interventions, rapid rebuttal, and the cultivation and deployment of effective spokespeople.

The post-holder will also lead on communications across the organisation's work. This includes editing and managing the weekly [New Economy Brief](#) newsletter, which provides a digest of the latest economic ideas for a highly influential audience. The role-holder will also work closely with the Head of Campaigns on our [Cost of Living Action](#) campaign, to ensure we take an effective and joined-up approach to communications across the organisation. Finally, as part of an infrastructure organisation that provides support for a wider ecosystem of organisations working on economic systems change, it will be important to play a thought leadership role in supporting wider narrative change efforts across the movement.

This role-holder's work will be guided by our existing overall strategic communications strategy and campaign strategy for at least the first 18 months, but the role-holder will have considerable scope to determine tactics and activities within that, and in the medium-term there will be scope to play a significant role in shaping our strategic communications priorities and issues focus.

## Job Description

# Key Responsibilities

### Communications, strategy & delivery

- Lead the development and implementation of ECU's strategic communications work, including managing the programme plan and budget.
- Devise and deliver programmes of proactive interventions aimed at shifting the traditional media narrative on key economic policy issues.
- Devise and deliver social media strategy to maximise ECU's reach, engagement and impact across campaigns.
- Contribute to ongoing intelligence-gathering, horizon-scanning, and analysis of economic policy debates to identify opportunities for media influencing.
- Build and maintain effective relationships with potential expert spokespeople and work to deploy these spokespeople in the media.
- Provide support with media strategy and delivery across ECU's broader campaigning work.
- Effectively commission and manage contractors where necessary for project delivery.

### Campaigns & projects

- Lead strategic communications for ECU's campaigning work on public investment (Invest in Britain), including proactive and reactive comms, cultivation and training of spokespeople, design and delivery of branded products and development of journalist relationships.
- Edit and manage our weekly e-newsletter (New Economy Brief), including executing a strategy to grow our readership with target audiences as well as maintaining day-to-day delivery at a high quality.
- Support the Head of Campaigns on communications strategy and delivery for our cost of living coalition campaign (Cost of Living Action).

### Stakeholders & relationships

- Maintain a strong understanding of key journalists and editors relevant to our programmes and campaigns and build and maintain effective relationships with them.
- Build and maintain effective relationships with key civil society allies.
- Represent ECU externally, including at public and private conferences, workshops and other events with key stakeholders.

## **Fundraising & Monitoring, Evaluation and Learning (MEL)**

- Support the Director of Policy and Programmes and the Executive Director to fundraise for ECU's strategic communications work, including meeting with funders, and helping to draft funding applications and report on grants.
- Lead on delivery of monitoring, evaluation, and learning (MEL) activities for strategic communications function to track impact and enable ongoing incorporation of learnings.

## **Team & Organisation**

- Provide excellent line management to 1-3 staff (currently one Policy & Programme Lead).
- Contribute to organisational planning and strategy development.
- Deputise for the Director of Policy and Programmes as and when required.

## **General**

- Actively support equity, diversity and inclusion within the organisation and embed this approach in our work
- Work out of hours and undertake occasional domestic and overseas work trips as required to effectively perform the role, with flexibility depending on your circumstances.
- Undertake any other reasonable duties as may be required.

# Person Specification

## Essential Attributes, Skills & Experience

1. Proven and extensive track record of securing coverage in mainstream print and/or broadcast media, including generating stories from scratch and building strong, ongoing relationships with journalists.
2. Excellent understanding of the UK political and/or economic media environment and strong capabilities in analysing and understanding the motivations and agendas of media actors and the factors influencing them.
3. Experience of developing and delivering successful strategic communications plans based on audience insights and which respect the target audience perspectives.
4. Deep commitment to ECU's purpose and [values](#).
5. Excellent organisational skills, including the ability to manage a full workload while responding promptly to emerging media opportunities, and to deliver a comms plan with multiple work streams and meet agreed deadlines.
6. Excellent written and verbal communications skills, with experience of translating complex topics into engaging content and tailoring messaging and copy to different audiences.
7. Proven ability to effectively develop and maintain relationships with key stakeholders internally and externally, including at senior levels, and to work collaboratively and supportively with colleagues at all levels.
8. Willingness to 'pitch in' at all levels of work, and to work flexibly across a small team to meet organisational needs - including occasional evenings, weekends or travel - alongside your own requirements and circumstances.

We encourage anyone who meets these criteria to apply. If you are unsure about whether you meet the criteria, please get in touch with any questions - we are keen to hear from as wide and diverse a set of candidates as possible ([recruitment@econchange.org](mailto:recruitment@econchange.org)).

While it will be advantageous to have specific experience of working on economics or of line management, it is by no means essential, and we would be happy to support candidates without these experiences to get up-to-speed in the role.

# Benefits

## Working Hours

We follow a **shorter working week**, with a 32-hour standard working week. All full-time members of staff currently work an 8-hour day Monday-Thursday, but there is flexibility around this.

## Time

Our flexitime policy allows employees to choose, within certain limits, when to begin and end work. Employees should be available for meetings during the core business hours of 9.30-12 in the morning and 2-4pm. Employees are free to complete their remaining hours when they choose.

## Inflation & Salary Progression

We implement an annual cost of living increase as standard unless there are significant affordability concerns due to organisational funding constraints.

## Pension

Our nominated pension provider is **Nest** and we contribute up to 8% of your qualifying earnings (regardless of employee contribution).

## Annual Leave

We offer 21 days holiday per year (pro rata for part time), plus bank holidays and an additional period of paid leave in between Christmas and New Year (usually 3 days).

## Training

All staff have an annual learning and development allowance (currently £1k per year) for investment in work-related training and development. We also offer an ongoing programme of team-wide training.

## Wellbeing

We provide a **contribution** to some health and dental treatments and access wellbeing therapies.

## Family leave

Our generous policy offers staff up to 14 weeks paid leave in addition to statutory provision (for employees who are pregnant and also partners of pregnant employees).

## Location

All staff are required to work from the office at least twice a month and we encourage everyone to come in to strengthen cross-team relationships and collaboration, and be prepared to attend meetings in London up to 2 days per week. Staff can request other flexible working arrangements, e.g. term-time working or temporary changes in location.

# How to apply

To apply please [use this link](#) by: **9am, Tuesday 5th May 2026**

## You will be asked to:

- Create an application ID - your initials and two numbers e.g. AA54
- Upload responses to the following questions:
  - Please tell us why you are interested in this role at the Economic Change Unit (500 words max).
  - Please tell us about a strategic communication plan you have developed and delivered, with particular focus on its impact, as well as what research and factors informed it, and what learnings you took from its implementation (500 words)
  - Please tell us about your experience of building and maintaining relationships with journalists or editors (500 words)
- Upload a copy of your CV (max 2 pages saved as a PDF with your application ID as the file name). Please remove all references to your name (including your email and social media handles).
- Respond to the declaration questions.
- Respond to the equal opportunities monitoring questions.

We know AI can be very helpful for job applications. Producing well written text is essential for this role, therefore we ask that you limit your use of it to refining text rather than production.

If you have any questions about the application process, or if you require adjustments to assist your application, please email:

[recruitment@econchange.org](mailto:recruitment@econchange.org) as soon as possible.

# Interview information

The closing date for applications is: **9am, Tuesday 5th May 2026**

First interviews will take place on **Wednesday 20th or Thursday 21st May**. These will be online, using Zoom. To help you prepare, we will send you the interview questions before your interview.

We expect second interviews to take place on **Wednesday 27th May**. These will be held in person in central London. As this is a bank holiday week and during school holidays we will try to be as flexible as possible. You will be asked to prepare a presentation for this second interview. If you reach this stage, you will be able to claim an honorarium of £150 for your preparation time. We will share instructions when candidates are invited to interview along with the interview questions.

We assess applications based on the criteria in the person specification above. Long listing may include use of AI screening tools which assess applications based on semantic matching. During shortlisting, our team assess responses to the application questions anonymously. If you are not invited for an interview, this means your application did not score sufficiently highly.

Due to the volume of applications we usually receive, we regret that we are unable to offer feedback at the initial application stage. We will offer feedback to all candidates who attend an interview.

If you are offered the role, we will conduct a due diligence process and ask for two references (including your most recent employer).

## About ECU

Founded in 2018, the Economic Change Unit is a small, agile, people-centred non-profit organisation focused on convening and campaigning for economic systems change. Our vision is of **a fair, sustainable and resilient economy where everyone has the freedom and security to live a good life.**

We believe that the UK's economic model is profoundly unjust and unsustainable. It drives a complex web of intersecting economic, environmental, social and political harms, including poverty, inequality, ecosystem destruction, climate change, social polarisation and the weakening of our democratic institutions.

This model is hurting people and communities here in the UK and also many people and communities across the global South. This is because of the UK's colonial history, and the role of our government in preserving an international system which enables the ongoing exploitation of, and extraction of wealth from, countries across Africa, Asia and Latin America.

**Our mission is to accelerate the transformation of the UK economy by:**

- Building support for 'new economy' ideas in politics and society to ensure economic policy rises to the scale and urgency of modern social and environmental challenges.
- Growing the power and impact of the movement of progressive think tanks, campaigners, academics and others who share our goal of economic systems change.

**Our strategic aims for the period 2022-2026 are:**

1. **Change-making:** Deliver impactful influencing activities to increase support for, and adoption of, new economy proposals by political decision-makers.
2. **Movement Power & Effectiveness:** Build the breadth, strategic alignment, connections and effectiveness of the new economy movement and its accountability to directly affected people.
3. **Movement Allies & Resources:** Grow the new economy movement's network of influential allies, and help secure a sustained, major increase in movement funding.
4. **ECU Effectiveness:** Ensure ECU has the people, skills, resources, policies and infrastructure needed to deliver this strategy with maximum effectiveness and impact, and in full alignment with our values.

# Our Values

The core values which guide us are:

**Humility:** To be most effective, we believe we need to be brave, humble, patient, and low ego. This means constantly reflecting, seeking feedback, and not being afraid to fail.

**Solidarity:** Our commitment to fairness is a proactive one – meaning we will work in an ongoing way to challenge injustice and to dismantle systems of oppression.

**Kindness:** We are committed to assuming best intentions, treating everyone with kindness and care, and working to build understanding and bridges across differences.

**Collaboration:** We believe we will only win the change we seek if we build broad-based, powerful alliances with people from a wide variety of backgrounds and perspectives.

We aim to fully embody these values in our individual behaviours, our team culture, our organisational activities, and our ways of working with external stakeholders.

## People, Culture & Structure

We currently have seven members of staff (6.6 full-time equivalent). Our aspiration is to grow to around 10-12 people. We value agility and cross-team relationships and collaboration, so we don't plan to grow much bigger than that.

This is a really exciting time to join, as we move from a focus on clarifying our role, strengthening our foundations and building out our priority programmes, to driving forward these programmes and delivering impactful real-world change.

We aspire to a highly inclusive, caring, and supportive organisational culture with an emphasis on sustainability, wellbeing and learning, and supporting staff to thrive and grow in their roles. We also have a big focus on participation, ensuring that wherever possible team members have a voice in decisions that affect them and their work.

We are governed by a board of Directors who are responsible for setting the overall organisational strategy and budget, ensuring the management and mitigation of risks, and carrying out their legal duties as company directors.

## Equity, Diversity & Inclusion

We are committed to becoming a more inclusive workplace with a diverse staff body. We believe this is essential to our effectiveness as an organisation and our ability to fulfil our mission.

We recognise that people face systemic oppression based on factors including their gender, class background, ethnicity, sexual orientation, age and disability. We know that people with certain backgrounds and characteristics are underrepresented in our team and in the wider new economy movement, and we're committed to doing what we can to address this. We are committed to working proactively to dismantle these systems of oppression and ensure equal opportunities for everyone, regardless of their background.

We would particularly like to encourage applications from the following groups who are currently underrepresented in our sector: people of colour, people from working class backgrounds/have experience of economic marginalisation or poverty, and or people who are disabled. For this role we are reserving at least 1/3 of interview slots for people from these backgrounds.

Your application answers will be scored using the following system: 5 - Excellent; 4 - Good; 3 - Acceptable; 2 - Poor; 1 - Very poor; 0 - Didn't answer the question. To access the reserved slots candidates must attain a minimum score of '3 - Acceptable' for all three answers to the initial application questions. We are open to assisting with childcare or other duties that may prevent candidates from attending an interview.

Please note that we conduct anonymous shortlisting (with CVs and responses to questions anonymised). This means we ask applicants to create an application ID (your initials and two numbers) to use instead of your name. Please see ['How to Apply'](#).

## Our Funding & Finance

We are a not-for-profit company and receive all of our funding from charitable and philanthropic trusts and foundations, largely in the form of 1-3 year grants. All of our current funders are listed on our website. Like most small campaigning organisations, our secure financial pipeline usually extends approximately 12 months into the future. It is a strategic priority to grow and diversify our funding base, and to extend the secure funding horizon.

## Our Track Record

Despite being a relatively young organisation, we have already established a strong track record of impact through our programmes. Key achievements include:

- **Through our Invest in Britain campaign**, playing a key role in securing reform of the UK's fiscal framework and an extra £100bn of public sector investment announced at the 2024 Budget, including billions more injected into public services and green infrastructure.
- **Bringing together the Stop the Squeeze campaign**, a coalition of 56 civil society organisations from across the new economy, climate and poverty sectors and delivering an ongoing series of impactful campaign interventions which have helped keep the cost of living crisis high on the political agenda, e.g. this impactful piece of **public opinion work** on the importance of the cost of living to voters.
- **Growing understanding of 'new economy' ideas and analysis through New Economy Brief (NEB)**, our weekly economics email digest which disseminates high-quality and timely economic policy analysis to an audience of political influencers and decision-makers, including Parliamentarians and their staff, and mainstream media journalists.
- **Helping secure the Government's 2022 'Energy Price Guarantee' scheme** by commissioning **research** to strengthen the policy case and undertaking advocacy and communications to build awareness of it. The resultant decision by the UK government in September 2022 to freeze the energy price cap applied to 29 million households, and the government estimated that it saved the typical household £1500.
- **Launching a funded anti-oppression learning journey** for the leaders of UK civil society organisations focused on ideas, policy and influencing for economic systems change, to support these organisations to strengthen their diversity, representation and anti-oppressive practise, in order to increase their impact.
- **Strengthening diversity and representation in the new economy movement**, by providing fundraising support to various small, volunteer-led new economy organisations led by people from marginalised groups, enabling them to employ staff, build their foundations and deliver activities.

## How to get in touch

If you have any questions about the application process, if you require adjustments to assist your application, or if you would like to arrange an informal discussion about the role please email [recruitment@econchange.org](mailto:recruitment@econchange.org) as soon as possible.