



**Army
Cadet
Charitable
Trust UK**



**Combined
Cadet
Force
Association**
The Charity Supporting Cadets in Schools

Head of CCF Media and Communications

40 hours per week. Permanent contract

Department: CCF Media and
Communications

Level: Leadership-3

Reporting to: Director of Development

Location: EC2A 4DW

Job Description

Purpose of the Post

The CCF Media and Communications Team is a department of the Combined Cadet Force Association (CCFA) that acts like a marketing and creative agency in providing a full suite of media and communication support activity to the Combined Cadet Force (CCF). The Head of CCF Media and Communications leads this team of creatives, media and communication specialists, working in partnership with all levels of the CCF organisation to:

- Actively maintain high levels of public awareness of the CCF, its aims and activities, in support of attracting more cadets and suitable adult volunteers to the organisation.
- Demonstrate the value and relevance of the CCF to help retain and extend the current level of financial and other support from Defence, local communities and key stakeholders.
- Deliver effective and timely national external communications through a range of channels to promote the aims and activities of the CCF.
- Drive effective internal communications to members of the CCF to support the planning and delivery of cadet activity.
- Provide support and expert guidance to those delivering external and internal communications at the national, regional and local levels in the CCF.
- Modernise the communications delivered by the CCF to the wider stakeholder audience.

Head of Media and Communications ACF Job Description – March 2026

Holderness House, 51-61 Clifton Street, London EC2A 4DW. acctuk.org/cadetsinschools.org

ACCT UK is a registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)

CCFA is a registered charity in England, Wales and Northern Ireland (1170994) and in Scotland (SC048021)

Principal Responsibilities

Communications Plans and Campaigns

- Delivering clear communication strategies and plans to meet the CCF's organisational goals, keeping key stakeholders appraised of new developments.
- Building campaigns that drive ongoing engagement with the CCF by appealing to key stakeholders and the wider community. Analysing campaign performance and applying improvements to future campaigns were required.
- Providing effective support and campaign creation to attract and recruit suitable adult volunteers, new young people and host-schools enabling organisational growth.
- Develop and maintain the strategic communications, marketing and engagement plans for the CCF.
- Acting as a brand guardian for the CCF brands to ensure they are consistently applied across the three disparate national organisations and maintaining the associated brand centres.

Media Management

- Leading on the development and delivery of national, proactive media stories.
- Monitoring and advising on responses to media enquiries, ensuring permissions to film and liaising with the internal stakeholders and the film companies involved.
- Being the key liaison with the Defence Directorate of Communication for CCF crisis management communications.
- Management of the PR Agency to share good news stories about the CCF to key audience groups increasing brand perception scores.

Branding

- Overseeing the CCF brand.
- Managing the creative team, which produces digital and physical assets for the cadet forces, ensuring their working hours align across services as per the agreements with each service.
- Overseeing image production and refresh for the cadet forces.
- Working effectively with both our internal creative team and a select range of agencies to deliver digital and print materials and marketing services.

Digital Marketing

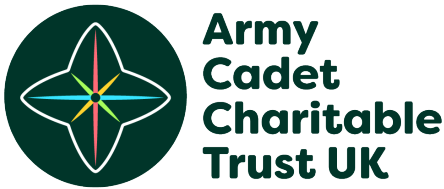
- Delivering and monitoring the output of the CCF national website, ensuring search engine optimisation good practice is used when writing for websites, the site is kept up to date with new stories and updates to the core site.

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- Creating a digital strategy for the CCF to increase website traffic and improve conversion rates of applications of both cadets and adult volunteers.
- Driving and developing strategy for the social media channels, reviewing and revising content as appropriate, agreeing paid digital media advertising plans to ensure increased reach, engagement and conversion.
- Delivering and monitoring all social influencer programmes, building mutually beneficial long-term relationships, and partnering with regions and affiliates to engage with influencers and deliver timely and relevant high impact content.
- Monitoring the performance of print publications, e-newsletters, websites and social media channels to inform future developments.
- Creation and implementation of a digital PR strategy to increase brand awareness and digital presence.

Ambassador Management

- Creating and maintaining overall ambassador strategy for continuous brand awareness and growth.
- Managing the overall ambassador recruitment process, strategy and outputs to enhance the outward reach of the key stories of the CCF.
- Working with CCF Ambassadors for annual events with additional PR output.

General

- Any other commensurate task as directed by line management.
- To undertake appropriate personal development to maintain and develop skills and knowledge to ensure full effectiveness within the role.
- Will require the use of MOD vehicles to fulfil their role.

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Qualifications, Skills and Experience

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> • A recognised qualification or proven success in communications and / or marketing. 	<ul style="list-style-type: none"> • Evidence of continuing personal and professional development. 	Application, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> • Hands on digital marketing / communications experience • Experience of PR and communicating with the media to generate positive coverage for the CCF. 	<ul style="list-style-type: none"> • Experience of line management • Experience within the charity or not-for profit sector • Knowledge of the youth environment • Knowledge of the uniformed cadet forces • Experience / understanding of internal comms 	Application, interview, references
Skills and ability	<ul style="list-style-type: none"> • The ability to work effectively as part of a broader team within a complex, multi-site organisation. • Planning, project management and organisational ability. • Excellent written and verbal communication skills. • Demonstrable experience of delivering a wide range of media and comms materials to a high standard. 	<ul style="list-style-type: none"> • Information gathering and analysis skills 	Application, interview, references

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