

Stakeholder Engagement Manager

40 hours per week. Permanent contract

Department:	Development	Level:	Leadership 2
Reporting to:	Director of Development	Location:	Home Based

Job Description

Purpose of the Post

As Stakeholder Engagement Manager you will lead the delivery of communications to the individuals and groups impacted by the work of our growing national youth charity. The primary focus will be on the cadets and adult volunteers of the Army Cadet Force (ACF). Working with the Director of Development to set the strategy, you will seek to strengthen the charity's culture, enhance stakeholder relationships, and increase the charity's visibility and impact. You will work alongside the charity's marketing manager and marketing assistant.

Working closely with the charity's senior leadership, HR, and Marketing Team, you will ensure clear, consistent, and engaging messaging across stakeholder audiences.

Principal Responsibilities

The key aspects of this job will be to:

- Lead on engagement with our internal audiences (such as the cadets and adult volunteers of the Army Cadet Force) to promote awareness of, and engagement with the charity.
- Strengthen relationships with senior leaders in our supported organisations at national, regional and county level, to support the long-term impact of the charities work.
- Manage internal communications within our growing charity.

Stakeholder Engagement Manager Job Description – Jul 2026

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

Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)



Stakeholder Management

- Develop and deliver external communication strategies aligned with the charity's mission and values to our internal audiences to increase awareness and positive sentiment about the charity.
- Manage and optimise communication channels into our internal audiences, ensuring clarity, consistency, and engagement.
- Ensure regular briefings about the charity are provided to the our internal audiences at venues across the UK as required including Camberley, Aldershot and Grantham.
- Act as a brand guardian for the charity, ensuring all communications reflects a consistent tone, voice, and brand identity and managing communication resources such as briefing materials and presentations.
- Work with
 - the grants and awards team, increasing access to the charity's services
 - the fundraising team, increasing engagement on specific fundraising challenges
 - the volunteer network of regional and county media officers, maximising opportunities to promote the charity
 - the Ambassadors of the army cadets, ensuring the success of partnerships in supporting the objectives of the charity
 - other key internal and external stakeholders, managing enquiries, issues, and escalations.
- Provide insight and analysis on stakeholder sentiment, reporting to the senior leadership team to inform decision-making.

Internal Communications

- Work with the senior leadership team to develop crisis communication plans, draft holding statements, and manage real-time responses to protect the organisation's reputation.
- Manage the charity's internal communication practices and channels (e.g. newsletters, intranet, leadership updates, email campaigns), ensuring they remain efficient and effective, whilst continually seeking to increase engagement.
- Work with the senior leadership team to deliver clear and effective messaging on organisational priorities, change initiatives, and key updates.
- Measure effectiveness using feedback, engagement data, and surveys, and use insights to drive continuous improvement.
- Coordinate private and public sector opportunities from the charities' other partners and deliver a cohesive offer to the ACF.

General

- Lead on the communication plans supporting the celebration the charity's centenary in 2030, working with a project team of charity staff.
- Any other commensurate task as directed by line management.

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Criteria	Essential	Desirable	Assessment
Qualifications and Training	▪ A recognised qualification or proven success in marketing and communications. ▪ Evidence of continuing personal and professional development		Application, interview, certificates
Experience and knowledge	▪ Proven experience (5+ years) in communications, stakeholder engagement, public affairs, or a related field. ▪ Experience delivering communication strategies and measuring their effectiveness. ▪ Experience of successful working with partners, internally and externally. ▪ Experience using digital communication platforms.	▪ Experience with the charity or non-profit sector. ▪ Experience supporting organisational change or large-scale projects. ▪ Familiarity with stakeholder insight methods (e.g. surveys, sentiment analysis) ▪ Knowledge or understanding of the Army Cadet Force or similar youth/volunteer organisations.	Application, interview, references
Skills and ability	▪ Excellent written and verbal communication skills, with the ability to tailor messaging to different audiences. ▪ Meticulous attention to detail with good copy writing, copy editing and proof-reading skills. ▪ Ability to manage multiple priorities and work collaboratively across teams. ▪ Ability to work on own initiative to agreed objectives.	▪ Information gathering and analysis skills ▪ Project management ▪ Design skills for print and social media content creation.	Application, interview, references

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