Carers First

Candidate Pack

Communications Officer

Welcome

Thank you for your interest in working for Carers First as our next Communications Officer.

You will be joining a charity that has an ambitious three-year strategy to grow our reach, support and impact for carers, working in collaboration and partnership with a range of statutory, voluntary and commercial organisations.

We are seeking a Communications Officer who can play a key role in raising the profile of carers and expanding our reach to ensure more carers receive the information and support they need.

If you have the passion and drive to make a difference and you have the experience and skills we are looking for, we are keen to meet you - and welcome you to our dedicated and talented team.

Warmest wishes

Alison Taylor
Chief Executive

Carers First

About us

We understand that life as a carer can be challenging. Getting the support and help you need shouldn't be.

Any of our lives could be turned upside down due to the ill-health, frailty or disability of a family member or friend. In fact, two in three of us can expect to become a carer in our lifetime.

There are currently 5.8 million unpaid carers in the UK, however carer charities estimate that number could be as high as 10.6 million. Their huge contribution saves our economy £184 billion each year - the cost of a second NHS. Each carer's needs and situation are unique, but many face similar challenges. They can struggle to balance employment, finances, or their own wellbeing and time for themselves with their caring role. They may not be aware of the help and support available to them - and that is why we are here.

Carers First works directly with, and for carers, providing personalised information and tailored support in the way that suits them: online, on the phone, or face to face in their local community. With the help of our supporters and volunteers, we can continue to be there for carers, helping them find balance, and to live their lives to the fullest - today, and for years to come.

Our values

We are:

Positive
We are dedicated to working with carers to make a positive, material difference in their lives. We celebrate diversity and work in an inclusive, positive and supportive way, actively listening and valuing everyone's contribution.

Collaborative
We recognise the importance and strength of working in collaboration with local and national organisations to deliver improved support to carers. We also know the importance of collaborating with our Carers First colleagues, sharing knowledge and learning, being curious, respecting differences and working with integrity and transparency.

Ambitious
We are ambitious and tenacious in our determination to support more carers in better ways. We will innovate and develop our programmes of support, so more carers are able to obtain the support they need, at the time they need it, to achieve a balance in their lives and enable them to live their lives to the fullest.

Diversity and Inclusion

We are proud to be a diverse and inclusive workplace.

Carers First is committed to promoting equal opportunities in employment. Employees and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

Carers First has an absolute commitment to equality and diversity which is about:

- Recognising and valuing difference.
- Recognising and seeking to redress inequality and disadvantage.

Our commitment is firmly founded on our belief that:

- To offer services that are personal, committed and creative we need a diverse staff team who can respond to our carers as individuals.
- To attract, keep and motivate the most talented staff, we need to:
    - Reach out to all sections of the community.
    - Provide a working environment in which everyone feels valued, respected and able to contribute.

The charity recognises that true diversity in service delivery provision and within the staff group also involves a willingness to act, where necessary, at combating the effects of existing barriers to fair and equal treatment.

Our strategy 2024-2027

Our three-year strategy will enable us to grow our work to reach and support significantly more carers, deliver innovative programmes of support in coproduction with carers and forge new collaborations to scale our reach, support and impact for carers.

Strategic Objectives

Over the next three years Carers First will:

1. Reach and engage more carers early in their caring role
2. Develop new innovative models of collaboration, delivery and programmes with the potential to scale our reach and impact
3. Achieve the highest quality of support possible, so we can maximise the difference made to carers lives
4. Champion talent and diversity
5. Grow and diversify our income to enable us to achieve more for carers.

Our support and services are designed with carers, ensuring the support we offer is inclusive and accessible to all carers in different communities.

By joining Carers First, you will play a vital part in helping us achieve this. You can help us achieve something amazing.

How we work

We support young carers, young adult carers and adult carers throughout England with our comprehensive online offer including information, advice and guidance, tools, resources and training, as well as through our vibrant online peer support communities.

We also deliver locally commissioned services in Lincolnshire, Essex, Medway, Southend and in four London Boroughs.

We offer a range of support options for carers to access in ways that work best for them:

- **Face-to-Face Support**: Available both one-to-one and in group settings, providing personalised and community-based assistance.
- **Online Support**: Accessible resources and virtual sessions to ensure carers can connect with us anytime, anywhere.
- **Dedicated Helpline**: A trusted source of advice, guidance, and a listening ear for carers navigating their journey.
- **Extensive Online Resources**: Comprehensive and easy-to-use tools, guides, and information to empower carers with knowledge and confidence.
- **Collaborative Partnerships**: Working with organisations and communities to provide a seamless network of support tailored to carers' needs.

Our impact and reach

Carers First Impact Framework sets out our Theory of Change and the measures and tools we use to understand the outputs, outcomes and impact of the support we provide.

Last year, we reached over 330,000 people to provide information about caring and 51,000 carers are registered with us to receive information and support.

In numbers

- 96% of carers felt more resilient in their caring role after our support.
- 95% of carers felt listened to and that their own needs were taken into account through our interventions.
- 93% of carers felt more confident and informed in their caring role after our support.

Join our team

When you join Carers First, you join a vibrant, inclusive, and supportive team who all have a shared interest in supporting unpaid carers to continue living their lives to the fullest, across the country.

In a community dedicated to caring, we believe that our employees and volunteers really do make a difference, therefore, we emphasise the importance of learning and development, as well as actively encouraging them to develop their skills with our fantastic learning and development programme. This means that all of our team become the best that they can be, whilst helping others do the same.

The role

Job Title:	**Communications Officer**
Salary:	**£24,500 per annum**
Contract:	**Permanent**
Hours:	**37 hours per week**
Location:	**Hybrid working, including home working, with an ability to travel to Carers First service areas**

Job Description

Job title: Communications Officer

Reports to: Communications Manager

Purpose of the role: Responsible for supporting the delivery of the Carers First Communications strategy, generating content, supporting digital engagement, campaigns and media relations activities

Job Overview

The Communications Officer will

1. Raise the profile of Carers First, including creating compelling content across digital and offline channels

2. Increase local presence and improve visibility of Carers First across the areas we work

3. Support with the development and delivery of our campaigns and projects, helping to increase engagement and promote across the areas we work

Responsibilities and Duties

1. Raise the profile of Carers First, building our brand awareness and engagement levels to reach new carers and inspire increased support to the charity

- Identify opportunities for increasing public awareness and understanding of Carers First, working with the communications team to help promote our work
- Act as a 'brand guardian', ensuring that the brand guidelines are followed and there is consistency across all communications, with tailored messages for key audiences
- Increase both national and local awareness of Carers First, helping us to be more recognisable and visible in local communities
- Support with internal communications keeping staff and stakeholders up to date with Carers First's activities

2. Increase local presence and improve visibility of Carers First across the areas we work

- Support with delivering our Locality Communication Plans
- Work with the communications team to develop engaging and relevant content for our communications channels, including social media, web and email
- Work with carers in our service areas to ensure their voices and views are heard
- Work collaboratively with colleagues, carers, supporters and volunteers to capture content and good news stories across the areas we work

3. Support with the development and delivery of our campaigns and projects, helping to increase engagement and promote across the areas we work

- Produce and promote resources and toolkits to engage stakeholders and media in our campaigns
- Support on press releases, in co-production with carers
- Build relationships with external stakeholders
- Analysing content performance and applying SEO best practices to maximise reach and engagement
- Support website updates and maximising of user journeys

- Work with the fundraising team to develop fundraising campaigns and promote fundraising activities
- Work with the volunteer team to inspire volunteers to the charity

These are the normal duties that are required for this position. However, it is necessary for all employees to be flexible and they may be required, from time to time, to perform other duties as may be required for the efficient running of the charity. This Job Description is non-contractual, it will be subject to reviews and may change.

The postholder will take responsibility to integrate safeguarding into all aspects of their work, complying with organisational policies and frameworks.

The postholder will be expected to ensure that their work complies with contractual terms and conditions, the charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

Person Specification

Education

- Relevant skills and experience

Skills and Experience

Communications and stakeholder engagement

- Skilled in writing and editing content for multiple audiences and channels.
- Experience using analytics to measure and improve communications performance.
- Outstanding verbal and written communication skills.
- High attention to detail with excellent editing and proof-reading skills
- Experience working on campaigns and executing and monitoring communication plans

IT and digital experience

- Excellent IT skills including ability to use Microsoft Office suite
- Experience using digital marketing platforms, such as email automation programmes, content management systems and social media scheduling software

Personal Qualities

- Superb organisational skills with a proven ability to prioritise work to meet deadlines and show attention to detail
- Able to respond to issues at short notice
- Strong interpersonal skills with the ability to build positive relationships and influence others and work collaboratively and flexibly to achieve outcomes
- Highly self-motivated and able to work autonomously, take initiative and make decisions
- Ability to demonstrate understanding of and an **ambitious** commitment to the goals and values of the charity.
- Demonstrate a **positive** level of professional credibility, integrity, and emotional resilience.
- Self-motivated, **collaborative,** and able to work flexibly, whilst maintaining good work/life balance.

Rewarding our employees

We provide a reward package for our employees upon joining Carers First.

Our reward package includes:

- 26 days Annual Leave which increases with continuous service + Bank Holidays.
- 1 days Birthday Leave
- Benenden Private Healthcare Membership (following successful probationary period)
- Pension
- Death in Service Benefit
- Employee Assistance Programme
- Carer Passports
- High Street Discount Platform
- Flexible Working Options

How to apply

To apply for a role with Carers First, please complete in full our online application form via our website: https://www.carersfirst.org.uk/about-us/working-for-us/

Appointments are subject to Carers First receiving an appropriate disclosure from the Disclosure and Barring Service that we consider acceptable.

We encourage and welcome applications regardless of gender, ethnicity, religion, disability, sexual orientation or age.

If you would like to discuss this role confidentially, please contact us at, recruitment@carersfirst.org.uk, and we will be happy to organise one of the Team to contact you.

Interview process

The closing date for applications is 5.00pm on 26 January 2026.

Each application will be assessed against the Person Specification and successful candidates will be invited to an interview via Teams on Tuesday, 03 February 2026. Time to be advised.

Tips on completing your application

- Read the Job Description and Person Specification carefully.
- Be sure to include your employment history, details of relevant duties to the role you are applying for and any transferable skills you may have.
- Include any other work or volunteering experience you have which you feel is relevant.
- Read the Skills and Experience required for the role in the Person Specification and demonstrate clearly in your application evidence of how you meet each of these.

Office:

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Carers First

carersfirst.org.uk

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