



HEAD OF COMMUNICATIONS & PUBLIC AFFAIRS

Message from the Marketing, Communications & Public Affairs Director

Thank you for your interest in joining Help for Heroes as our new Head of Communications and Public Affairs.

This is one of the most exciting communication roles in the charity sector today, an opportunity to lead one of the most important voices supporting the Armed Forces community in the UK.

At a time when the needs of veterans and their families is evolving, we have a real opportunity to use our voice to build greater understanding of the challenges faced by the Armed Forces community and drive meaningful change where it matters most.

As Head of Communications & Public Affairs you will bring together communications, public affairs, policy, campaigning and PR to ensure Help for Heroes has a powerful, credible and compelling voice where it matters most. You will ensure the stories of veterans and their families are at the heart of national conversations and decision-making, while leading campaigns that inspire support, strengthen our reputation and help secure a better future for those who have served.

We're looking for an exceptional leader who combines strategic thinking with sound judgement and has passion for delivering results. Someone who can spot opportunities, build influential relationships, lead talented people and turn insight into action.

Most importantly, we're looking for someone who shared our belief that every veteran and family should have the opportunity to live well after service.

If you're excited by the opportunity to lead a talented team, influence conversations that matter and make a lasting difference to the lives of veterans and their families, we'd love to hear from you.

I look forward to learning more about you and wish you every success in the recruitment process.

Beth Miles

Context

At Help for Heroes, we believe those who have served our country should be able to live well after service. Yet for too many veterans and their families, there remains a gap between the nation's promise and the reality they experience every day. Many face significant challenges after service and too often struggle to access the support, recognition and opportunities they deserve.

Our vision is simple but ambitious: to create a society where the Armed Forces community can all live well after service. We exist to help close the gap between what veterans have been promised and what they experience, ensuring they feel supported, valued and able to thrive in civilian life.

We support veteran, serving personnel, families, those who served under UK command and the bereaved community. Our work combines practical support for individuals with a determination to change the systems, attitudes and behaviours that affected the Armed Forces community long after service ends.

What makes Help for Heroes unique is our ability to bring people together to make change happen. We have a long history of standing up for veterans. We connect veterans, communities, partners, policymakers, supporters and funders around a shared goal: ensuring no veteran or family is left behind.

Our Live Well strategy focuses on creating lasting change through three interconnected areas:

- **Societal Change** - using our voice to increase understanding of veterans' experiences, shape public attitudes and influence the systems that affect their lives.
- **Community Development** - helping veterans build connections, confidence and a sense of belonging within their local communities.
- **Individual Support** - helping veterans and their families access the physical and mental health, wellbeing and specialist support they need.

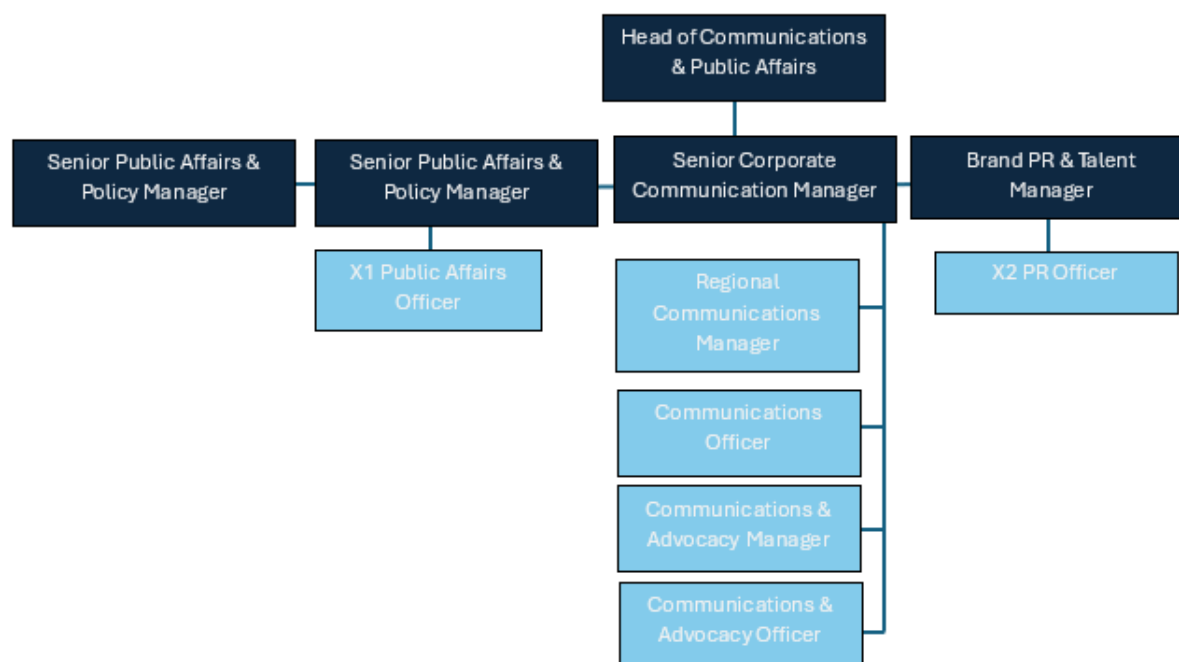
Together, these activities help deliver our ultimate aim: a lasting, collective shift in how society supports the Armed Forces community after service, so that veterans and their families feel supported, valued and like they truly belong.

We are entering an exciting chapter on increasing our reach, impact, visibility and influence. We are committed to raising the bar for veterans, bring people together, driving action and ensuring the voices and experiences of the Armed Forces community remain at the heart of public conversation and decision-making.

For the Head of Communications & Public Affairs, this creates a unique opportunity to play a central role in creating the lasting change veterans and their families deserve.



The Communication & Public Affairs team structure is as follows:



The Head of External Affairs sits within the Marketing Directorate and reports directly to the Director of Marketing, Communications & Public Affairs. The role leads the Charity's strategic external communications, PR, policy, public affairs and campaigning functions.

Key priorities for the External Affairs function

- Develop and deliver an integrated external communications strategy
- Increase the Charity's visibility, influence and reputation
- Lead an evidence-led policy and public affairs agenda
- Deliver campaigns that support systemic change for the Armed Forces community
- Build influential relationships with media, policymakers and sector partners
- Support organisational priorities, fundraising objectives and wider brand growth

The vacancy

This is a full time and permanent role. The successful applicant will be an experienced communications leader with a track record of delivering high-impact campaigns, managing reputation and influencing external stakeholders.

Salary range: Up to £62,000 per annum, depending on experience.

Pension: Salary sacrifice scheme, up to 8% employer match

Annual leave: 29 days annual leave FTE, salary sacrifice scheme option to buy 5 FTE days & Birthday Leave

Location: Remote, with regular planned travel, particularly to London and the South.

Attendance to monthly and quarterly face-to-face meetings are expected.

Role accountabilities

- Develop and deliver the integrated external communications strategy across Brand PR, public affairs, policy and corporate communications
- Deliver cohesive, high impact campaigns aligned with marketing, digital and fundraising activity
- Lead the charity's policy and campaigning agenda to drive systemic change for the Armed Forces community
- Protect and strengthen the Charity's external reputation
- Lead and develop high-performing communications and policy team

Role responsibilities:

- Lead the development and delivery of Help for Heroes' external communications strategy, ensuring strong alignment across PR, policy, public affairs and corporate communications
- Deliver integrated campaigns that support charity priorities, increase visibility and strengthen the charity's reputation
- Develop and deliver evidence-led policy and public affairs strategy that influences decision makers and drives change for the Armed Forces community
- Build and maintain influential relationships with policymakers, media, sector partners and key stakeholders.
- Lead the press office, ensuring proactive media engagement and high quality external communications
- Protect and enhance the charity's reputation through clear messaging, effective issues management and crisis communications planning
- Develop compelling stories and campaigns that bring to life the experiences of veterans and their families
- Lead the charity's ambassador and talent programme
- Working closely with marketing, digital and fundraising colleagues to deliver joined-up campaigns that support brand and income objectives
- Strengthen performance measurement, evaluation and reporting across the function
- Lead, inspire and develop a high performing team
- Represent Help for Heroes externally at events, meetings, conferences and stakeholder engagement
- Contribute as a senior leader within the charity and support the delivery of the charity's strategic objectives

About you

You're an energetic, highly motivated and experienced communications and public affairs leader who understands how reputation, influence, policy and storytelling work together to create meaningful impact.

You build credibility quickly, communication with authority and thrive in complex environments. You can think strategically while maintaining a relentless focus on delivery. Above all, you are passionate about improving the lives of those in the Armed Forces community.

Experience

- Significant senior experience in communications, including public affairs and policy
- Proven track record of leading high-impact communication strategies that deliver measurable results
- Expertise in developing PR strategies that deliver measurable results
- Experience developing compelling narratives and stories that bring issues to life
- Knowledge of the UK political landscape and experience influencing senior stakeholders
- Strong crisis communications experience
- Leadership, management and team development experience

Skills and knowledge

- Exceptional communications and influencing skills
- Strong strategic thinking and planning capability
- Ability to navigate complexity and ambiguity with confidence
- Strong stakeholder engagement skills
- Excellent judgement and integrity
- Ability to translate insight into clear and compelling messages

About the process

- We celebrate diversity and are committed to fostering an inclusive workplace. We welcome applications from people of all backgrounds, abilities and experiences. Our goal is to create a supportive environment where everyone can thrive, and we're dedicated to providing reasonable adjustments throughout the recruitment process and beyond.
- All applications should be submitted by **23 August** via our website. If you require help with that, please contact **jobs@helpforheroes.org.uk**
- We're keen to hear how your experience, knowledge and skills will be a great fit for this role so please share examples in a covering letter which should be emailed to **jobs@helpforheroes.org.uk** after you have submitted your application. This will be used for applicant screening so please use this opportunity to highlight why you're our next Head of External Affairs!
- First stage interviews will be held on 4th, 7th, 8th and 9th September.
- Final interviews will be held on 16th and 22nd September.
- Safeguarding commitment: we are dedicated to ensuring the safety and wellbeing of people from our Armed Forces community. All colleagues are expected to share this commitment and contribute to a secure environment. As part of our safeguarding efforts, successful applicants will be required to undergo appropriate background checks, including a criminal records check (e.g. DBS). We appreciate your cooperation and understanding as we work together to protect those we serve.

