

**HOPE<sup>into</sup>  
ACTION**

*Enabling churches to house the homeless*



# Communications & Engagement Lead

Hybrid, flexibility on office base

Information pack

# Introduction from our CEO



Dear Applicant,

Thanks for your interest in working for Hope into Action.

Homelessness is a tragic reality for thousands of people across the UK. It is a complex problem caused by different types of poverty coming together: a poverty of resources, relationships and identity.

Hope into Action was formed 15 years ago by Ed Walker MBE, who used his own money to buy our first house in Peterborough for people who were homeless. He did this in the belief that the Church can do something unique to respond to the homelessness crisis. And from this seed, Hope into Action has grown to a network of over 130 houses in 37 locations across the UK, all partnered with a local church.

We empower churches to end homelessness by responding to all three forms of poverty. To provide the *resource* of a house. To offer *relationships* of friendship and support. And to empower people who have been homeless to transform their *identity*.

And our employees and teams are absolutely critical to delivering our mission. If you want a job where you can put your Christian faith into action to end homelessness, then Hope into Action is a great place to be working.

All the best and God bless,

A handwritten signature in black ink, which appears to read "Jon Kuhrt".

**Jon Kuhrt, CEO**

# Our Christian Ethos

We often talk about combining both spiritual passion for following Jesus and professional excellence.

The Christian faith is at the heart of Hope into Action and is what motivates our staff and volunteers, our partner churches and the majority of our donors and investors.

We also want to hold high standards in everything we do, whether with tenants, churches, neighbours, donors, investors, local authorities or the many other external agencies we engage with. We want them to see and experience an organisation which is hallmarked by professionally excellent standards of work.



As a Christian homelessness charity, we believe every person is made in the image of God and deserves to be treated with dignity, compassion, and respect. Our mission is rooted in the love and teachings of Jesus Christ, who showed particular care for the poor, the marginalised, and the excluded.

We are committed to promoting equality, valuing diversity, and challenging injustice in all that we do. We serve individuals facing homelessness regardless of their race, ethnicity, gender, age, disability, sexual orientation, religion or belief, or background. We do not discriminate, and we strive to ensure that everyone who comes through our doors is welcomed, supported, and treated fairly.

Our Christian ethos motivates us to love and serve unconditionally, but we do not require those we help to share our beliefs. We and our church partners work alongside people of all faiths and none, united in a shared goal to restore dignity, hope, and opportunity to those experiencing homelessness.

We actively seek to create an inclusive and supportive environment for our staff, volunteers, and tenants alike. We are committed to continuous learning, listening, and improvement to ensure that our work reflects both our faith and our deep respect for the rich diversity of the communities we serve.



# Our Values

	<b>We LOVE</b>	We want to be known, first of all, as 'those who love'. / We want to be recognised for the quality of our love.
	<b>We carry HOPE</b>	We are hopeful people with hope for all people.
	<b>We strive for MUTUALITY</b>	We find God's reflection in every human.
	<b>We LISTEN</b>	We hear from and listen to the poor and others.
	<b>We therefore take ACTION</b>	When we are active then our faith comes alive. (James 2)
	<b>We focus on STRENGTHS and EMPOWER</b>	Be strong? We will not cease in our drive to see every human become more Godlike.

Read more about our values [here](#)

# Our Model

Hope into Action works with investors who want to use their capital to help end homelessness. Each of our houses is partnered with a church who provide friendship and support which supplements the professional support we provide to our tenants through our paid Empowerment Workers. Our innovative partnership model to end homelessness has won awards from Homeless Link, The Guardian and the Centre for Social Justice.

We directly manage the houses in 4 locations - what we call our 'line-managed' teams - who are all employed by HiA UK directly. These locations are the first 4 cities in which we started: Peterborough, Norwich, Cambridge and Nottingham.

We also have 34 other locations where Hope into Action houses are run by franchise partners who are separate charities or churches. They are granted the licence to run the Hope into Action model working with churches local to their particular geographic area.

For more information see our website and check out our latest Impact Report for 2025/26.



# The Communications & Engagement Lead Role

Can you tell a great story?

Hope into Action *is* an inspiring story. It starts with a couple, Ed and Rach Walker, who decide to use £30,000 of their own money to buy a house for people who were homeless in Peterborough in 2010. And from this seed, an organisation has grown which 16 years later has 134 houses and has seen over £34 million invested in homes for people who were homeless.

Hope into Action is a story of how faith in God has been put into action and led to resources being shared, new relationships being formed and people's lives being transformed. Last year we housed over 500 people who had been homeless. Each of those individuals has a story to share of how Hope into Action has helped them. This is the story we want to share.

The Communications & Engagement Lead is responsible for implementing Hope into Action's communications and engagement strategy. Working closely with the CEO, they will be responsible for telling the Hope into Action story and driving increased engagement with our vision for every church in the UK to be engaged in ending homelessness.

At least 50% of the role is harvesting stories from around our Network to create engaging content which expresses our vision and mission. We want someone who can be both responsive and strategic. To hear a story from our frontline workers and be able to share it on our website and social media later that day – whilst also working towards the longer term goal of more people in the UK being aware of our work and its impact.

We are focused on combining both professional excellence and spiritual passion. The first quality we look for in our staff, therefore, is a *passion* for the work we do. This needs to be matched by integrity and commitment to leading by our values. You will work closely with all other departments in the organisation, so an ability to build and maintain strong relationships in a rapidly growing and constantly changing organisation is essential.



Do get in touch if you'd like to chat further about the role. Hope into Action has a great story to share – could you come and help us tell it better?









A handwritten signature in black ink that reads "Jon Kuhrt".

**Jon Kuhrt, CEO**

# Employment Information

Job title	Communications & Engagement Lead
Location	Hybrid, with flexibility on office base. In person in Peterborough every Wednesday.
Contract type	Permanent
Hours of work	40 hours per week (full time) including paid lunch breaks
Start date	September 2026
Reports to	CEO (initially)
Salary	£34,880 to £37,440 per annum (dependent on skills and experience)

## Our Employee Benefits

-  25 days annual leave allowance plus 3 additional days for Christmas closure and bank holidays (pro rata for part-time staff)
-  Flexible working
-  Pension plan scheme - 8% employer contribution from day one
-  Generous occupational sick pay
-  Employee Assistance Programme including access to 24/7 virtual GP
-  Life Assurance Scheme membership from day one
-  Annual paid retreat days and sabbatical leave every 4 years
-  Free staff parking

# Job Description

## Position Overview

The Communications & Engagement Lead has responsibility for implementing Hope into Action's communications and engagement strategy. Working closely with the CEO, they will be responsible for telling the Hope into Action story and driving increased engagement with our vision for every church in the UK to be engaged in ending homelessness.

Storytelling is key to this role. At least 50% of the role is harvesting stories from around our Network to create engaging content which expresses our vision and mission. We want someone who can hear a story from our frontline workers and be able to share it on our website and social media later that day.

## Key areas of responsibility

### Content creation and storytelling

- To continually be listening out and harvesting stories from our frontline work. To follow up on leads from daily prayers, All Staff meetings and day to day contact with teams
- To pro-actively contact, visit and engage with teams to turn these stories into engaging content using a 'storytelling' approach to distil sensitive and complex case stories into stories with impact that reach the desired audience
- Manage and edit production of Annual Impact Report
- Work closely with the other SR team members to run campaigns at Christmas, Easter and Summer.
- Be part of the team to define, create and manage our annual conference

### Oversight of communications activity

- Develop and manage a SMART annual communications plan and associated grids
- Manage our communications systems and processes
- Ensure evaluation is built into all communications activity and reported on quarterly to the Executive and to the SR Sub-Committee
- Lead on communications compliance such as with the Advertising Standards Authority, Charity Commission, GDPR and industry best practice

# Job Description

## Manage communications channels

- Manage the Hope into Action website, content management systems, photo library and design packages.
- Manage City and Franchise web pages, acting as advisor on content where needed.
- Lead on social media strategy and how we use AI well
- Lead on the production of the internal newsletter The Net working closely with the Network team
- Alongside the Fundraising Lead, act as editor of the monthly Supporter Newsletter,
- Evaluate suggestions for further newsletters e.g. a prayer newsletter

## Brand guardian

- Act as Brand Guardian, managing compliance with the brand across cities and franchises, ensuring the brand guidelines and assets are refreshed at appropriate intervals.
- Lead on commissioning and creating marketing materials (additional leaflets, banners, signs, clothing, templates etc)
- To manage the current design platform, Canva, and arrange for tutorials for staff for using Canva

## Spiritual Leadership

- Ensure the organisation retains a strong Christian ethos, culture and practices throughout, with a strong emphasis on prayer and a Biblical basis for decision and policies.
- Devote specific time to pray for the organisation and plan regular personal retreats.
- Uphold our values and lead from them. Use them to help guide support for others across the Hope into Action network

## Other Duties

- To play a full role in the Supporter Relations team and to undertake other duties as reasonable within the team for the benefit of Hope into Action.

# Core Competencies

<b>1. Commitment</b>	Dedication to HiA's mission to address homelessness, shows initiative to grow our work, deepen our impact and share our message.
<b>2. Professionalism</b>	Maintains high standards of conduct, responsive to enquiries, accountable, shows initiative, able to use core IT packages and keeps on top of administration.
<b>3. Spiritual Passion</b>	Personally committed to HiA's Christian ethos, contributes to corporate prayer and is committed to the role of the church in our work.
<b>4. Self-awareness</b>	Acknowledges their own strengths and weaknesses and is committed to personal development.
<b>5. Teamwork</b>	Manages relationships well, understands others well and is 'people smart', appreciates diversity and the contribution of others.
<b>6. Communication</b>	Communicates well verbally and in writing with tenants, colleagues and external agencies and contractors. Is able to have 'courageous conversations' when required.
<b>7. Project Management</b>	Plans and implements projects, able to coordinate different elements and follows through to ensure actions are completed.

# Person Specification

	<b>SKILLS AND PERSONAL QUALITIES</b>	<b>EXPERIENCE AND QUALIFICATIONS</b>
<b>ESSENTIAL</b>	<ul style="list-style-type: none"><li>• Strong Christian faith and committed member of a local church</li><li>• Excellent written and verbal English communication skills</li><li>• Passion for storytelling and ability to tell someone's story in an engaging and impactful way</li><li>• Ability to communicate complex information to a range of audiences</li><li>• Attention to detail</li><li>• Competent IT skills, particularly communications platforms (newsletters, video editing) with ability to quickly learn and use new software as required</li></ul>	<ul style="list-style-type: none"><li>• Experience of managing websites and content management systems</li><li>• Experience of using social media platforms and content creation tools</li><li>• Experience of evaluating communications activity and campaigns, and able to provide timely data to management</li></ul>
<b>DESIRABLE</b>		<ul style="list-style-type: none"><li>• Experience in managing organisation wide communications</li></ul>

# How to Apply

Please tell us if there are any adjustments we can make to assist you in your application.

[Download our application form here](#)

If you would like to have an informal chat about the role then feel free to contact:

**Sonja Campbell-Scott** at [sonja.campbell-scott@hopeintoaction.org.uk](mailto:sonja.campbell-scott@hopeintoaction.org.uk)

[Please send completed application forms to hr@hopeintoaction.org.uk](mailto:hr@hopeintoaction.org.uk)

