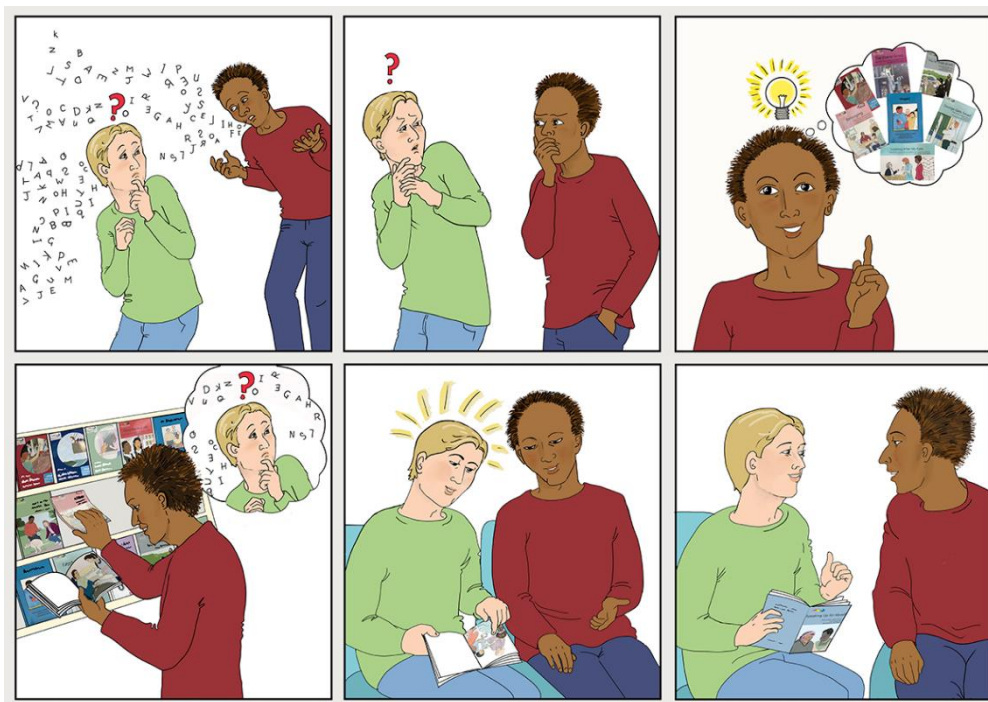


Beyond Words

COMMUNICATIONS MANAGER JOB PACK



“Visual images have the power to bring our senses together simultaneously and to impact viscerally our emotions.” - Brian Kennedy

Beyond Words
43 High Street, Leatherhead KT22 8AE
Email: admin@booksbeyondwords.co.uk
www.booksbeyondwords.co.uk
Registered charity no: 1183942 (England & Wales)



December 2025

Dear Applicant,

Thanks for considering a role with Books Beyond Words.

We are looking for a Communications Manager to join our small team. We will consider applicants looking for a four- or five-day role. As we are a small charity, all our team roll their sleeves up and support each other, and we have an active Board of Trustees that support the work of the organisation.

This is an exciting time to join the charity as we expand our reach and impact. Last summer we moved into new premises on Leatherhead High Street and secured funding from the National Lottery to launch 300 new Book Clubs in England. Our Open Book project with schools has recently been evaluated as having a 94% positive impact on the emotional wellbeing of pupils. You will be based in our office and have the option to work some days from home if required. We welcome disabled candidates and will consider flexible working arrangements.

This application pack contains details of the **Communications Manager** role. You might have experience in stakeholder engagement, external relations, marketing or communications. Knowledge of fundraising would also be beneficial.

Please submit a CV detailing your experience along with a cover letter that sets out how you fulfil the Person Specification for the role that you're applying for. Please also state when you are available to start work. These two documents together should not be more than 4-sides of A4. Please email by midday on **Monday 20th January**.

First round interviews will take place in the week commencing Monday 3rd February.

I look forward to receiving your application!

Katie Smith

Chief Executive, Beyond Words

Email: admin@booksbeyondwords.co.uk

Stories are important. They help us reach out to the people around us, to understand the world, and think about our feelings. Through the power of pictures in our word-free books, we help people share.



The Job

- Position:** Communications Manager
- Reports to:** Chief Executive
- Hours:** Full-time or 4 days per week (FTE 37.5hrs).
- Workplace:** Leatherhead - Flexible working arrangements will be considered sympathetically.
- Contract:** Permanent
- Salary:** £30,000 - £33,000 (pro-rata)
- Annual leave:** 22 days plus bank holidays (pro-rata) plus 3 days at Christmas
- Pension:** A contributory pension scheme (NEST) is available after three months; employer contribution is 5% and employee 5%.
- Probation:** This post is subject to a six-month probationary period.

Overview

The Communications Manager plays a pivotal role in how the charity is perceived in the Learning Disability sector and beyond. We are committed to enabling those who struggle with the written word to understand the world around them and empowering them to make their own decisions. This role involves managing communications and marketing, maintaining databases, and helping to secure income to support the charity's mission.

This is a key role within the Charity and is a great opportunity for someone wanting to build experience across all areas of external relations.

Person Specification Skills and Experience

Our small charity is looking for a Communications Manager who has a real passion and commitment for enabling people with learning disabilities, and other communication difficulties, to understand the world they live in through the medium of picture stories.

Required:

- experience of website and database management systems.
- proficiency with design software for web and print.
- great interpersonal skills and thrive at building relationships.
- excellent communication skills, especially the ability to write inspirationally.
- the emotional intelligence to present powerful case studies.

High Desirable:

- family, voluntary or professional experience with people with learning disabilities.
- knowledge of fundraising with Trusts & Foundations, Community & Individual donors.

We are an equal opportunities employer and welcome applications from people with disabilities, neurodiverse applicants and those who are seeking flexible employment.

A basic DBS check will be required for this role.



Communications Manager – Job Description

Responsible for the effective communications of Books Beyond Words charity, brand and products.

Beyond Words creates word-free picture stories that can genuinely transform the lives of those who struggle with the written word. As it is a small charity the role is very hands-on encompassing strategy and delivery.

The Communications Manager works across our small organisation creating messaging and content to promote our charitable activities, marketing our resources to the wider community and managing the Fundraising Officer. This role will suit someone with experience of the external functions of a small charity. An understanding of Learning Disability or Neurodiversity would be an advantage.

Role & Responsibilities will include:

- **Communications**
 - Website Management (Squarespace)
 - Manage and develop our social media channels
 - Creating and supporting content for newsletters & website, including case studies
 - Manage PR and media relations, including issuing press releases
 - Identifying comment opportunities and drafting responses
 - Promote new and existing projects and resources
 - Produce short stories using extracts from existing
 - Designing resources for the website and for print (Canva, InDesign)
 - Support the Chair, CEO and others on issues/campaigns in the learning disabilities space to raise awareness.
- **Marketing**
 - Develop and manage the marketing and communications strategy
 - Act as the brand guardian, developing and owning the brand
 - Review sales and marketing data and factor insights into planning
 - Stakeholder management using CRM systems (Salesforce)
 - Represent Beyond Words at external events, webinars, workshops and conferences
 - Identify awards opportunities and advise on submission entries.
- **Fundraising**
 - Day to day line management of the Fundraising Officer
 - Ensure consistent messaging to potential and existing donors.

As this is a small charity, all staff are expected to respond flexibly to the needs and opportunities that arise from time to time and are therefore expected to be willing to perform such other duties as the CEO may reasonably require.