

## **JOB DESCRIPTION**

**JOB TITLE:** 6-month FTC - Communications Manager

**LOCATION:** London, UK

**PAY BAND** £42,090

**RESPONSIBLE TO:** Head of Communications

**RESPONSIBLE FOR:** External and internal communications

### **About King's Trust International**

King's Trust International, founded in 2015 by His Majesty King Charles III, is a global force for youth opportunity. Established to confront the worldwide crisis of youth unemployment, the organisation builds on five decades of proven impact in the UK through The King's Trust.

Since its launch, the organisation has supported more than 120,000 young people outside the UK to unlock their potential and access meaningful work. Ninety per cent report significant improvements in core skills, and three quarters of participants in its employability and enterprise programmes move into the labour market within six months.

As it looks to the future, King's Trust International continues to deepen its global impact. Programmes are delivered through implementation partners across the Commonwealth and beyond, including India, Jordan, Malaysia and Pakistan; Ghana, Kenya, Nigeria, Sierra Leone, Tanzania and Uganda; Barbados, Jamaica, St Lucia and Trinidad & Tobago; Greece and Malta. Our convening power is strengthening youth sector development in countries such as the Bahamas and the Cayman Islands, while the post-launch enterprise programme continues in partnership with the European Bank for Reconstruction and Development in Egypt and Morocco.

The organisation's 2026–35 strategy sets an ambitious goal: to empower one million more young people worldwide over the next decade. This vision marks the beginning of the Trust's next chapter, scaling its impact, deepening partnerships and equipping the next generation with the skills, confidence and opportunities to shape a brighter future.

For more information, visit [kingstrustinternational.org](http://kingstrustinternational.org).

### **Ways of working**

King's Trust International works with local partners around the world to deliver education, employment and enterprise programmes that empower young people to learn, work and thrive. We provide opportunities to develop the skills and confidence to succeed and deliver tangible employment outcomes, supporting young people to build their own futures.

We work with a mixture of governments, NGOs, and corporate partners and employers on our programmes and are increasingly thinking about how we can support the creation of green jobs to help deliver the low carbon transition.

See our website for details of our programmes and case studies celebrating some of the amazing achievements of a selection of young people: [Home | The King's Trust International \(kingstrustinternational.org\)](http://Home | The King's Trust International (kingstrustinternational.org))

## **Purpose of the Role**

The International Communications Manager will work closely with the Head of Communications to deliver high quality, strategic and operational communications activity across King's Trust International (KTI) and King's Trust Group events and initiatives. The postholder will also support the development of global and regional communication strategies, lead proactive media campaigns, build issue-based narratives and contribute to positioning KTI as a leading global youth charity.

## **Key Relationships**

- King's Trust International Marketing & Communications Team
- King's Trust International Programme and Fundraising Teams
- Regional Delivery Partners (in country)
- British Embassies and High Commissions (in country)
- Key international media outlets (consumer, business, development and youth sectors)
- External suppliers (e.g., Meltwater)
- Relevant stakeholders, funders and corporate partners

## **Key Areas of Responsibility**

### **External Communications**

- Support the development and delivery of global and regional media strategies, objectives, campaign themes, and key messages aligned with KTI's strategic priorities.
- Act as PR lead on assigned projects, coordinating relevant media activity in a timely, effective and reputationally sound manner.
- Proactively identify and secure issue-based, human centered and narrative driven media opportunities that strengthen KTI's global profile.
- Generate positive earned media coverage by monitoring the external news environment and responding to relevant global and regional stories.
- Draft, edit and oversee production of high-quality external content, including press releases, pitches, Op Eds, blogs, statements and leadership pieces.
- Support media delivery and activation of media elements for flagship events such as The King's Trust Awards (London), and Programme Finals in the US and internationally.
- Contribute to crisis communications preparedness and response, including issues monitoring, drafting holding statements and supporting consistent internal alignment.
- Ensure all communications are culturally sensitive, contextually appropriate, and adapted for regional audiences.
- Advise internal teams on tailoring global messages for local relevance and impact.
- Identify, develop and coordinate compelling youth and partner case studies for media use that meet safeguarding and consent requirements.
- Support safeguarding oversight in all communications outputs, ensuring young people's safety, privacy, and dignity.

## **Internal Communications and Organisational Support**

- Prepare staff and stakeholders for external engagements through high quality briefing notes, background briefings, Q&As, and speech notes.
- Support media training for staff, young people, spokespeople and delivery partners, ensuring alignment with safeguarding standards and brand tone of voice.
- Support youth participation and safeguarding teams at events, ensuring young people are fully briefed, supported and protected throughout.
- Build and maintain strong relationships with international media contacts, embassy press teams, delivery partners, and regional stakeholders.
- Support engagement with corporate and philanthropic partners by developing communications materials, impact stories, and campaign assets as required.
- Represent the Communications Team in cross regional meetings, planning groups, and partner discussions.
- Evaluate and report on media campaign performance, producing clear insights, recommendations, and post campaign reviews to support continuous improvement.
- Maintain media monitoring reports and dashboards, analysing global coverage trends and emerging opportunities.
- Track KPIs for earned media, content production, and partner engagement.

## **General Responsibilities**

- Develop and manage communications project plans, timelines and deliverables for key international campaigns and events.
- Oversee procurement and management of external suppliers (e.g., photographers, videographers, PR freelancers) to ensure high-quality, cost-effective delivery.
- Support the Head of Communications in delivering a professional communications service across the King's Trust Group of charities.
- Undertake any other duties within the postholder's competencies as required by the Head of Communications.

## **Person Specification**

### **Please read these notes carefully:**

The King's Trust International (KTI) is committed to representing, at all levels, the global communities and young people that we serve. We value transferable skills and know that women, gender non confirming folx, disabled and global majority/ Black, Indigenous and People of Colour (BIPOC)/racialised people are statistically less likely to apply for a role if they feel that they do not meet at least 90% of criteria on the job description/person specification. KTI is dedicated to building an inclusive, diverse, equitable, and accessible workplace that fosters a sense of belonging - so we only include essential criteria on our person specification that is genuinely required to do the job. We focus on your aptitude, transferable skills and behaviours to assess your potential with us.

Essential criteria describes the skills, knowledge or qualifications that are necessary to do the role. Some criteria will be assessed at the shortlisting (**s**) stage, and this will be based on the information you have provided in your CV and supporting statement. Skills or experience can be gained in a variety of ways, in your personal life as well as professionally. Do not just say, for example, 'I have good communication skills.' Tell us how you have gained experience or used a particular skill or knowledge. Other criteria may be assessed as part of an assessment (**a**) or at interview (**i**). Desirable criteria will only be used where a large number of people meet all the essential criteria, or at interview to differentiate extra skills. **As a minimum, address how you meet all essential criteria in your application.**







<b>PERSON SPECIFICATION</b>		
	<b>Essential</b>	<b>How will this be assessed?</b>
<b>Skills and Knowledge</b>	Exceptional communication skills, orally and written with an ability to talk fluently, confidently and succinctly to a wide range of people including journalists, senior stakeholders and supporters. Ability to write clearly and concisely and in a range of formats for different audiences.	<b>S, A</b>
	Excellent planning and organisational skills and the ability to manage multiple priorities, both independently and within a team	<b>S, A,</b>
	Excellent interpersonal, skills, including the ability to work with a wide range of external and internal stakeholders from different backgrounds.	<b>A, I</b>
	Strong awareness and understanding of equality, diversity and inclusion and the ability to demonstrate these in your work and interactions.	<b>A I</b>
	Strong knowledge of the international media landscape with emphasis on the UK and USA. Pre-existing journalist relationships at well-known publications a plus	<b>S</b>
	Knowledge of media intelligence platforms and journalist database	<b>S</b>
	Ability to build and maintain relationships with different groups of stakeholders	<b>A, I</b>
	Strategic thinker, analytic mind with the ability to view past and future initiatives holistically aligning to the strategic direction and develop new pathways to success.	<b>A, I</b>
	Highly organised with strong project management skills, ability to work under pressure, overcoming obstacles and	<b>A, I</b>

	managing high and/or fluctuating workloads to meet deadlines.	
	Able to operate with discretion, diplomacy and tact and maintain confidentiality.	<b>A, I</b>
<b>Experience</b>	Extensive experience in a fast paced communications environment with a proven track record of delivering high quality media coverage in the UK and internationally	<b>A, I</b>
	A track record of coordinating projects to tight timelines and a high standard, organising external engagement and communications of major events.	<b>S, A, I</b>
	Agility in problem solving and evidenced capacity to take high levels of ownership	<b>S, A I</b>
	Intermediate to advanced knowledge and experience in MS Office and various communication software and tools. Conversant and working knowledge of social media channels and applications	<b>S, A, I</b>
<b>Competencies and Behaviours</b>	Ability to work on own initiative to achieve agreed aims, targets and objectives and find creative solutions to problems	<b>S, I</b>
	Ability to stay calm and work effectively under pressure, demonstrating resilience in challenging situations and locations.	<b>A, I</b>
	Flexibility- able to work evenings and travel (within the UK and internationally) when required.	<b>S, A I</b>

## What we Expect From You

### OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 Youth-centred	 Nurturing partnerships	 Impact	 Diversity	 Honesty	 Integrity
We believe in placing youth at the centre of all activities and decisions	We value robust relationships based on mutual trust and respect	We focus our passion and attention on what we believe will create a positive impact	We understand, value and promote diversity of experience and thought to enable our staff, partners and young people to thrive and achieve their full potential	We value sincere, authentic and straightforward communications and behaviours	We believe in applying strong morals, high standards and ethical principles to our work

Here at The King's Trust International, we are committed to equality, diversity and inclusion. We want to be an organisation that is representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability including neurodiversity, ethnicity, gender, socio-economic background and perspective. We want to ensure that everyone can be their authentic selves at work.

We are a Race at Work signatory and a Disability Confident employer. Our staff and volunteers are supported by PT CAN (our Cultural Awareness Network), PT GEN (our Gender Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQ+ Network). Talk to us about flexible working hours.






### THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust International is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to a basic Disclosure. Having a criminal record will not automatically exclude applicants.

### OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public.

These are our core behaviours for all staff.

 <p><b>Effective communicators</b></p>	 <p><b>Approachable</b></p>	 <p><b>Solution-oriented</b></p>	 <p><b>Inclusive</b></p>	 <p><b>Emotionally intelligent &amp; resilient</b></p>
<p>We demonstrate an open, honest, jargon-free and clear communication style to build rapport and nurture partnerships with internal and external stakeholders.</p> <p>We communicate core expectations, for example around safeguarding, clearly and effectively to ensure young peoples' safety is at the centre of our work and never compromised.</p> <p>We value the importance of transparency, honest feedback, setting clear expectations, understanding roles and responsibilities, and speaking up for what we believe is right.</p>	<p>We demonstrate characteristics of open-mindedness, respect and honesty to anyone wishing to approach us.</p> <p>We apply our behaviours to support this by being mindful of our own reactions and being receptive to ensure people want to engage with us, we actively listen and demonstrate our appreciation of their input.</p>	<p>We focus our energy on enabling solutions to the challenges we meet.</p> <p>We demonstrate leadership by owning our work, taking responsibility for our actions and pro-actively engaging with our stakeholders and partners to gain deep understanding of the environments we work in and the young people we work for.</p> <p>We support our partners, colleagues and youth in solving problems and delivering impactful programmes.</p> <p>We plan and adapt our interventions and processes and employ proactiveness to enable the most meaningful outcomes.</p>	<p>We value different backgrounds, experiences and opinions and believe that these will make us better equipped to make quality decisions, apply sensitivity to context and mutual exchanges, as well as recognise potential throughout our organisation and our partnerships.</p> <p>We actively invest in rapport building with all stakeholders and strive to support team work internally and externally.</p> <p>We respect others and our planet. We apply humility and empathy and strive for reciprocity and equality in all exchanges.</p>	<p>We nurture awareness and reflection, including being mindful of self-biases, cultural differences, as well as our own and other people's circumstances.</p> <p>We foster the capacity to be aware of, control, and express our emotions, and to handle interpersonal relationships judiciously and empathetically.</p> <p>We use emotional intelligence to build resilience. We risk making mistakes as a way of learning.</p> <p>We celebrate creativity, curiosity, eagerness to learn and open-mindedness.</p>