



Job Description: Communications Manager

About The Connection at St Martin's

When you work for The Connection, you're part of a life-changing team. It can be a long journey out of homelessness, and it's not an easy path. We get to know every individual, so our approach can be tailored to what they need. We don't do one size fits all, and we don't give up when things get tough.

Working here means being open-minded, resilient and pragmatic. It means being willing to go the extra mile and stick with people through thick and thin. It means being part of a team who really care about the individuals we support, and who are creative about finding better ways to help them.

Together with our donors, volunteers and partners, we are a supportive and vibrant community who are determined to make a real difference. We believe that no one should be homeless, and that everyone should get the support they need to find a place to call home.

Join The Connection and be part of our dynamic and supportive team.

About the role

We are looking for an experienced and creative communications generalist who enjoys working across a wide range of activities and can bring our mission to life through powerful storytelling and effective communications.

In this role, you will ensure that the charity's mission, values and key messages are reflected clearly and consistently across all communications. You will be confident working with the press and welcoming high-profile visitors, helping to raise the profile of our work and the people we support.

As a small charity, we value creativity and initiative. You will enjoy finding innovative ways to maximise impact, using a mix of media, digital channels and partnerships to share our story and reach new audiences.

Working closely with colleagues across the organisation – including the people who use our services – you will help ensure our communications are authentic, inclusive and grounded in real experiences.

You will also collaborate closely with colleagues in the Fundraising team to develop and deliver a series of innovative fundraising and awareness-raising campaigns, helping to engage supporters, grow income and increase understanding of our work.

Our strategy focuses on developing services in new ways, involving clients in every aspect of our work and strengthening collaboration across the sector. The Communications Manager will play a key role in helping the organisation communicate more effectively, building communications confidence across the team, and supporting the growth of our fundraising activity.

JOB DESCRIPTION	
TITLE OF POST:	Communications Manager
Responsible to:	Director of Fundraising and Communications
Responsible for:	Line Management of the Digital Marketing Assistant
Job Purpose:	<ul style="list-style-type: none"> • Deliver The Connection’s communications work, overseeing all external communications including supporter and client communications. • Develop and manage relationships with the press and wider media to increase visibility and impact. • Support Fundraising colleagues in the development of new campaigns including a mixed media campaign, an installation and a high value campaign. • Provide excellent line management to our Digital Marketing Assistant. • Promote ‘The Connection Model’ and our Theory of Change externally to a range of audiences • Lead communications work with key partners, particularly St Martin’s Charity (BBC Radio 4 Appeal) and the Friends of The Connection. • Build the capacity of service staff to understand and apply marketing principles in their work. • Support the development and delivery of The Connection’s advocacy and influencing work. • Ensure compliance with regulation and best practice standards in all communications work.
Salary and Scale:	£44,181 - £50,461 (scale points 29 – 35)
Contract:	Full time, 12 month fixed term contract

Main Tasks

- 1) **Deliver The Connection’s communications work**, overseeing all external communications including supporter and client communications.
 - Deliver The Connection’s Communications Action Plan and Comms Calendar in 26/27, and develop the 27/28 Action Plan.
 - Monitor and report on the delivery of the Communications Strategy against KPIs;
 - Build and manage the budget for communications, making strategic decisions about spend that will maximise awareness of our work;
 - Champion The Connection’s key messages to reflect our values, service delivery and impact; ensuring that all staff and wider stakeholders have an awareness and understanding of this messaging;
 - Develop copy for a range of communication materials including newsletters, adverts, editorials, brochures and other documents that result in support for and confidence in the charity;
 - Work closely with the service team to source appropriate content to enable us to communicate about our work to clients and supporters;
 - Support the Fundraising team to deliver the aims of the fundraising strategy and annual plan;
 - Produce an annual report which reflects our voice and demonstrates our impact;
 - Represent The Connection at external meetings, networking events, fundraising events and

organisational activities as and when required;

- Manage the charity's bank of images, video footage and case studies, ensuring client permissions are in place.

2) Develop and manage relationships with the press and wider media to increase visibility and impact.

- Proactively cultivate and maintain strong relationships with key journalists, editors, and media outlets to position the organisation as a trusted and credible voice within the sector.
- Identify, research, and engage new media contacts across national, regional, and specialist publications to broaden reach and diversify audience engagement.
- Develop and deliver targeted media engagement strategies that align with organisational priorities, campaigns, and key moments.
- Act as the primary point of contact for media enquiries, building responsive and professional relationships that encourage ongoing coverage.
- Pitch compelling stories, case studies, and thought leadership pieces that highlight the organisation's impact and influence public discourse.
- Monitor the media landscape to identify opportunities for coverage, partnerships, and reactive commentary on relevant issues.
- Coordinate press outreach around campaigns, reports, and events to maximise media exposure and public awareness.
- Maintain an up-to-date media contact database, tracking engagement, preferences, and outcomes to inform future activity.
- Foster long-term relationships through regular communication, briefings, and informal engagement with key media stakeholders.
- Evaluate media engagement activity, using insights and coverage analysis to refine approaches and strengthen impact over time.

3) Support Fundraising colleagues in the development of new campaigns including a mixed media campaign, an installation and a high value campaign.

- Collaborate closely with Fundraising colleagues to shape and deliver integrated campaign strategies that support income generation and organisational objectives.
- Provide strategic communications input into the development of multi-channel campaigns, including mixed media, experiential installations, and high-value donor initiatives.
- Translate fundraising goals into compelling narratives and messaging that resonate with diverse audiences, from the general public to major donors.
- Support the planning and delivery of creative campaign elements, ensuring strong alignment between brand, messaging, and audience engagement.
- Contribute to the development of campaign assets across digital, print, and experiential platforms to maximise reach and impact.
- Ensure consistency of voice and storytelling across all fundraising campaigns, reinforcing organisational identity and mission.
- Monitor and evaluate campaign performance, using insights to inform future communications and fundraising activity.

4) Provide excellent line management to our Digital Marketing Assistant, resulting in strong digital communication on behalf of the organisation.

- Provide oversight of the delivery of our digital communications work, using the website and digital media to strengthen the organisation’s reputation as an innovative and effective frontline charity.
- Provide supportive and effective line management to the Digital Marketing Assistant, fostering a positive, inclusive, and high-performing working environment.
- Set clear objectives, manage workloads, and support prioritisation to ensure delivery of high-quality digital communications.
- Offer regular supervision, feedback, and development support, including identifying training opportunities and career progression pathways.
- Coach and mentor the Digital Marketing Assistant to build skills, confidence, and expertise across digital channels and content creation.
- Conduct regular one-to-ones and performance reviews, ensuring alignment with team and organisational goals.
- Encourage innovation and continuous improvement, empowering the role to contribute ideas and take ownership of digital initiatives.
- Ensure wellbeing is prioritised, maintaining open communication and supporting a healthy work–life balance.
- Oversee output quality and consistency across digital platforms, providing guidance and sign-off where appropriate.

5) Promote ‘The Connection Model’ and our Theory of Change externally to a range of audiences

- Lead the development of clear, compelling communications that promote ‘The Connection Model’ and the organisation’s Theory of Change to external audiences.
- Translate complex approaches and impact frameworks into accessible messaging tailored to funders, partners, policymakers, and the public.
- Ensure consistent integration of the model and Theory of Change across campaigns, content, and external communications.
- Develop impactful content and storytelling (e.g. case studies, reports, presentations) that evidences outcomes and demonstrates impact.
- Work with internal teams and senior stakeholders to gather insights and confidently communicate the organisation’s approach in external forums.

6) Lead communications work with our key partners on St Martin’s site, in particular St Martin’s Charity (the BBC Radio 4 Appeal) and the Friends of The Connection

- Liaise with clients and colleagues to generate material for the BBC Radio 4 Appeal and supporting communications throughout the year, reflecting co-production and a strengths-based approach;
- Represent The Connection at regular meetings throughout the year to plan the Appeal with St Martin’s Charity;
- Work with St Martin’s Charity and St Martin’s Trust to present key messages about homelessness and our call to action;
- Support other cross-site initiatives to ensure communications between the St Martin’s sites are consistent;



- Support the Friends of The Connection with their communications activity, including linking web and social media content, providing guidance with written materials and giving content for their Speakers' Panel.

7) Build the capacity of service staff to understand and apply marketing principles in their work.

- Support service teams to review client communication needs and use this to develop service information in different formats and languages as needed;
- Embed processes to ensure that service staff are easily able to contribute to our communications work alongside their day to day responsibilities;
- Act as the organisation's expert in marketing, providing advice and expertise to colleagues where needed;
- Engage pro-bono business support where possible to improve marketing skills across the charity.

8) Support the development and delivery of The Connection's advocacy and influencing work.

- Act as a champion for our policies, values and mission with a particular focus on engaging and aligning with our partners in Westminster;
- Work closely with frontline services colleagues to understand the ever-changing needs of clients and specifically, how our advocacy work can make a difference to our client's lives;
- Co-ordinate The Connection's advocacy work with allied organisations in order to show a united front and deliver a stronger message;
- Participate in relevant networks especially our relationship with key homelessness sector contacts at a policy level (eg Homeless Link, Crisis and Housing Justice);
- Submit nominations for awards to build the profile and reputation of the charity as a leader in the field.

9) Ensure compliance with regulation and best practice standards in all communications work.

- Review and update communications policies and procedures and ensure they follow legal requirements/ best practice and are accessible and understood by the organisation;
- Ensure compliance with all relevant law and best practice guidance, including UK GDPR and PECR;
- Participate in the charity's planning and staff management systems;
- Implement The Connection's Equality Policy and other policies in all areas of work;
- Ensure that Health and Safety requirements are complied with;
- Attend internal and external training courses as appropriate;
- Adhere to the Institute of Fundraising Code of Practice and other relevant legislation requirements;
- Undertake any other duties that may reasonably be required.

Person Specification

This person specification sets out the essential experience and abilities needed by the successful candidate for this post. Please bear these points in mind when completing your application form, as these requirements will be taken into account at both the shortlisting and interviewing stages.

1. Knowledge and Experience
Proven experience in a PR, communications, or charity marketing role, with a focus on supporting fundraising objectives.
Demonstrable experience developing and delivering communications strategies and plans, ideally within a small or medium-sized organisation.
Experience crafting impactful messaging on complex social issues such as homelessness, mental health, or substance use.
Strong track record of securing media coverage, building relationships with journalists, and managing media enquiries effectively.
Experience commissioning and managing external suppliers, agencies, or pro bono partners.
Strong working knowledge of digital communications, including website management (e.g. WordPress or similar CMS) and social media strategy.
Experience producing high-quality content across multiple formats, including written, visual, and audio.
Confident user of standard IT systems, including Microsoft Office (Word, Excel, Outlook) and digital communications tools.
Proven ability to work creatively and proactively, generating ideas and driving projects forward independently.
2. Abilities and Skills
Ability to work collaboratively with people with lived experience of homelessness to co-produce authentic and engaging communications.
Strong understanding of media risk management, with the confidence to advise senior stakeholders on reputational issues.
Excellent written and verbal communication skills, with the ability to tailor messaging for a wide range of audiences.
Ability to build confidence and capability in non-communications colleagues through training, coaching, and one-to-one support.
Strong interpersonal skills, with the ability to work constructively with internal teams and external partners.
Highly organised, with the ability to manage competing priorities, meet deadlines, and maintain high standards of work.
Self-motivated and able to work independently, taking ownership of responsibilities and performance.
Flexible and adaptable, with a proactive approach to problem-solving in a changing environment.
Willingness to work occasional flexible hours in line with organisational needs.
Commitment to contributing to organisational systems, processes, and continuous improvement.