



Communications Officer

Thank you for your interest in the role of Communications Officer at Church Urban Fund (CUF).

We're a national charity working across England with local partners who are committed to serving and strengthening the community where they live.

We equip churches and community groups to build knowledge, confidence and connection.

For nearly 40 years CUF has mobilised people, churches and whole communities to tackle the interlinked challenges of poverty of identity, resources and relationships, and to make a positive difference. This work is founded on the belief that local people know their communities best, and that local skills and knowledge are the key to building communities where material needs are met and everyone feels connected, valued and loved.

As an essential part of our team tasked with delivering and communicating this work, we are seeking an energetic, enthusiastic, and experienced Communications Officer to enable us to tell our stories to a wider audience.

If you feel that this role could be for you, we would love to hear from you.



A handwritten signature in black ink that reads "Rob".

Bishop Rob Wickham, Chief Executive

About us

We work with local churches, faith and community groups who are committed to serving and strengthening the community where they live.

We equip churches and faith groups to build knowledge, confidence and connection.

Founded through the flagship 'Faith in the City' report, published in 1985 Church Urban Fund was one of the first organisations to support local, faith-based responses to urban poverty and we have been equipping churches and transforming communities ever since.

Our vision

A future where every neighbourhood across England is able to flourish. We believe that when local people are equipped and connected, they can build lasting solutions to overcoming the poverty that they face.

Our mission

We mobilise churches, faith, community groups and local people to overcome poverty in all its forms and build stronger, more connected and resilient communities.

Our approach

Our work is founded on the belief that local people know their communities best. It's a call to finding the treasure in our local neighbourhoods.

Start by listening to the community, work in partnership, and recognise that simple solutions can be effective. These approaches work regardless of a community's size or setting.

Ask, what is it that our community has strength with, where are our assets, and what is it that we can build on? How do we find out what's already going on?

Be data driven, revealing the truth of poverty to help overcome poverty, as we believe that confident, connected and knowledgeable neighbourhoods are more empowered to respond to poverty in all of its forms.

Culture and values

CUF is an inclusive organisation with a diverse workforce. Our aspiration is to build a workforce that is truly representative of the communities we serve, and diversity is an asset in helping us create an inclusive, welcoming environment for all.

Communications Officer

About the role

You will help build our position as a trusted mobiliser of local faith-based social action by delivering our digital, marketing and engagement strategies, supporting the Communications Team across website, social media, marketing, and branding activities.

The Communications team supports CUF's work across community resilience, church engagement and fundraising, giving you the opportunity to promote a variety of themes and projects including faith-based social action and helping to make diverse communities stronger.

Job description

Job Title:	Communications Officer
Accountable to:	Communications Manager
Hours of work:	28 hours per week (0.8FTE)
Location:	Hybrid: Office base is in London with expectation for a minimum of one day per week in the office (The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR).
Salary:	£30,000 pro rata (£24,000 actual)
Contract:	Permanent
Annual Leave:	22 days + 3 CUF discretionary days + Bank holidays per annum, pro rata.

Key objectives of the role

Help build CUF's position and brand recognition as a significant and trusted mobiliser of faith-based social action.

Grow digital audience engagement, including across social media and websites, with strategic communications activities, storytelling, calls to action and relevant onward journeys.

Work with the Fundraising team to encourage donations and ongoing charitable support.

Support the Communications Manager to ensure all marketing and communications activities are consistent and coordinated across the CUF group and in line with our strategic plan.

Position and brand recognition

- Strengthen the roll-out of core resources, networks and fundraising campaigns, increase awareness and generate more engagement.
- Advise colleagues on communications strategy, audiences, messaging, channel selection, digital journeys, asset requirements and measurement, and internal awareness of products and resources.

- Support on proofing the production of publications, ensuring CUF's brand and style guidelines are effectively deployed.
- Strengthen CUF's public profile through proactive and reactive media engagement.
- Obtain competitive quotes and brief external suppliers for cost effective and on-brand design and content.

Digital audience engagement

- Always on social media advertising strategy and delivery. Plan, deliver and optimise paid digital campaigns, including Meta advertising, audience targeting, creative testing, budget monitoring and performance analysis.
- Coordinate the Mailchimp email platform, advising on style, branding, content and analytics, working with the Digital Systems Coordinator and Fundraising Database Officer as required.
- Develop and troubleshoot integrated digital workflows between Salesforce, Mailchimp, FormAssembly and other platforms, maintaining data quality and effective processes.
- Coordinating the creation and delivery of the CUF e-newsletter, including list management and basic segmentation.
- Design, build and manage email marketing automation and audience journeys, including acquisition, fulfilment, follow-up, surveys, retention and re-engagement.
- Coordinate a calendar of organic social media and website activity, including day-to-day social media interaction and audience engagement.
- Supporting the wider upkeep of the website, while taking responsibility for publishing specific content – such as features and news updates – ensuring it's clear, accessible and consistent with our organisational tone and narrative.

Work with the Fundraising team

- Work with the Fundraising Team to ensure communications with supporters, partners and project beneficiaries are optimally managed and promoted.

Support the Communications Manager

- Collect and evaluate a range of performance indicators (website, email, social media, paid media, CRM and media-monitoring) and suggest improvements based on this data.
- Monitor media coverage and maintain PR intelligence using relevant tools, reporting on reach, impact and opportunities to strengthen CUF's profile.
- Deputise for the Communications Manager when necessary.

General responsibilities. Other duties as required including:

- Fully engage with department activities, team environment, and organisational culture.
- Contributes to team environment
- Attend external events (possible occasional evening and weekend work).
- Attends professional development activities and training as approved
- Willing to support colleagues and carry out other tasks to ensure the efficient and effective running of the department, including ad hoc admin.

Skills and experience

ESSENTIAL	DESIRABLE
Knowledge of website, social media and newsletter content management.	• Experience working in an interfaith environment.
Extensive IT skills. • Proficient in Microsoft Office (Outlook, Word, Sharepoint, Excel, Powerpoint). • Proficient in CMS and social media scheduling systems. • Experience of design and photo editing programmes.	Proficient in Salesforce.
• High standards in written language, including excellent spelling and punctuation.	• Experience working in a non-profit environment.
• Experience of producing branded communications, especially digital, from concept through to design and fulfilment.	• An interest in social action and community-led development.
• Experience of uploading content for digital communication channels including website and social media.	• Enthusiasm for learning new things and developing a career in the third sector.
• Knowledge of evaluation tools including Google and Meta.	• Relevant and demonstrable professional experience in communications or marketing.
Numerate, comfortable with data and the ability to handle budgets.	Understanding of AI best use
• Self-motivated with a demonstrable ability to learn and adapt.	
• Ability to judge political and organisational sensitivities and risks, and to adapt messaging accordingly.	
• Ability to communicate sensitively in an interfaith environment, celebrating and respecting different religious views, experiences and opinions.	
• Ability to work creatively and professionally within a small team.	

This job description is a statement of requirements at the time of writing, and it should not be seen as precluding future changes after appointment to this role.

To apply: please email an up-to-date CV and covering letter (please note that only CV's accompanied with a covering letter will be considered for shortlisting) outlining your relevant skills and experience, relating to the listed responsibilities and person specification to our HR Officer:

Email: hr@cuf.org.uk

Closing date: midnight, Sunday 18 October

Online interviews will be held w/c 26 October.

Church Urban Fund is an equal opportunity employer and values diversity.