



Senior Communications Officer

Job Description

Division	Central
Team	Programme teams
Reports to	Head of Communications
Direct Reports	None
Key relationships	Internal: Local programme team, communications team, Fundraising team, Learning & Impact team, wider programme teams. External: Parents, children, community leaders and local partners.
Working location	Hybrid – this role is community-based in the relevant programme area, with the ability to work from home as agreed with your manager. There may also be occasional travel to other programme sites (currently Stoke-on-Trent, Redcar, Cleveland, Middlesbrough and Scotland) or travel to our London office.
Competency Framework level	2
Date Prepared	March 2026

Thrive at Five Introduction

Thrive at Five's vision is a society where every child can thrive and achieve their potential.

Our mission is to help children develop strong foundations for life and learning, in and alongside communities where families face the most challenges.

We work in Stoke-on-Trent, Redcar & Cleveland and Middlesbrough, with a programme launching in Scotland, partnering locally to join up and strengthen early years systems so children can thrive from pregnancy to five.

Our goal, everywhere we work, is to achieve long-term, sustained improvements in children's developmental outcomes. In England, one of the ways we measure this is through the proportion of children reaching a Good Level of Development at age five, alongside other robust indicators.

Our work is rooted in place and built on long-term partnership. We focus on areas where outcomes for children are persistently low, committing to work alongside partners for a minimum of five years to build trust, embed change and support sustainable improvement. Alongside delivery, we capture learning from each place to develop a practical, experience-informed playbook that supports wider system improvement.

Purpose of the role

The Senior Communications Officer supports programme delivery through the effective implementation of communications activity, including campaigns, stakeholder engagement and parent-facing communications. Using their experience and judgement, the role delivers communications that support engagement, influence stakeholder understanding and contribute to programme outcomes, working collaboratively with programme teams, partners and the wider communications team.

Key accountabilities

Communications planning and delivery

- Implement communications plans and deliver local communications activity aligned with the local communications plan, programme priorities and wider national communications objectives.

- Deliver communications campaigns and activity end-to-end, including working with partners to deliver activity that supports shared objectives.
- Plan and manage local communications channels and outputs, including parent and stakeholder newsletters, local social media and campaign communications.
- Proactively identify potential opportunities where communications can strengthen programme delivery, support parent outreach and increase engagement with families and communities.
- Monitor and evaluate communications activity, using insight to refine campaigns and improve reach and impact.

Stakeholder engagement

- Implement the local stakeholder engagement approach in line with agreed objectives
- Deliver communications activity to help achieve stakeholder engagement and influencing priorities, producing targeted and audience-appropriate communications to meet the needs of different stakeholders.
- Proactively contribute to influencing stakeholder understanding and engagement through clear, targeted and audience-appropriate communications.
- Build and manage strong, collaborative relationships with local partners and key stakeholders, working together to align communications activity, co-deliver activity and embed learning for long-term impact.
- Coordinate and align stakeholder communications across programmes and partners, ensuring messaging, timing and outputs are joined up and support shared objectives.
- Work with the Head of Communications and programme teams to identify and maximise opportunities where communications can strengthen partner activity.

Content creation

- Develop and produce compelling, audience-focused content for a range of channels, including newsletters, case studies and promotional materials.
- Proactively identify and develop content opportunities that support local and national communications objectives.
- Work with the Content Manager to support the development and delivery of content aligned with national communications objectives.
- Ensure communications are accessible, engaging and reflect the voices and experiences of parents, families and communities.
- Adapt tone and style appropriately for different platforms, audiences and communications objectives.
- Ensure all communications align with organisational messaging and brand guidelines.
- Use insight and feedback to inform content and identify opportunities to improve engagement.
- Design visually engaging materials using tools such as Canva and Adobe Creative Suite (e.g. Photoshop and Illustrator).

Communications strategy and best practice

- Work closely with the Head of Communications, Programme Leads and colleagues across the organisation to help align communications priorities that support programme and organisational objectives.
- Provide clear, practical guidance on communications approaches, supporting colleagues to deliver effective, consistent and audience-focused communications.
- Promote a proactive and collaborative approach to communications, supporting alignment of activity and shared ownership of outcomes across programmes.
- Work to increase parent-led and co-produced content that is reflective and meets the needs of the diversity of local parents and communities.
- Work collaboratively across programmes and with colleagues across the organisation to coordinate activity, share learning and draw on expertise.

- Ensure learning from communications activity is shared within the team and across programmes to support organisational learning.

Policies, Procedures and Compliance

- Be familiar with, and comply with all organisational policies, procedures and guidelines.
- Promote and support initiatives that contribute to a healthy and safe working environment for all employees, contractors and visitors.
- Ensure compliance with Health and Safety policies and legislative requirements.

Other duties may be reasonably assigned to this position in consultation with your manager.

Competencies



Qualifications and Experience

- Significant experience in a related communications role, including copywriting, campaign delivery and content creation.
- Experience delivering and reporting on content strategies.
- Experience producing high-quality, clear, compelling, and audience appropriate content for a range of platforms.

Knowledge and Skills

- Excellent copywriting and editorial skills, including long-form content.
- Strong eye for a compelling story to help demonstrate our impact and inspire collaboration from our partners.
- Ability to share stories in the most effective ways to generate engagement.
- Excellent written and verbal communication skills and the ability to communicate effectively and confidently with different groups of people.
- Calm under pressure and the ability to work to tight or changing deadlines.
- Demonstrable knowledge and understanding of the local community, including its strengths, needs, and challenges.
- Ability to demonstrate empathy, cultural awareness, and sensitivity to the experiences of others.
- Ability to work as part of a team and build excellent working relationships internally and externally, across a range of locations.
- Strong knowledge and skills in Adobe Creative Suite such as Illustrator, InDesign, Photoshop or Canva.
- Highly organised and a strong eye for detail.
- Strong organisational and project management skills with an eye for detail.
- Strong interpersonal skills with the ability to develop relationships.
- Digitally savvy with skills in Microsoft 365 and a high level of proficiency with Microsoft Excel.