

# Head of Communications and Engagement



**Team and location:** External Affairs/Hybrid/Remote

## What will you be doing

You'll own the corporate narrative with accountability for tone of voice and content. This role leads the strategic development and delivery of YHA's integrated communications strategies, driving the development of highly engaging and targeted content and communications to reinforce the organisation's brand, mission and influence, maximising stakeholder engagement and income growth.

## What will you deliver

### 1. You'll lead on strategic communications

- You'll lead on YHA's key messages, viewpoints, and purpose-led content strategy — ensuring the YHA's message is coherent, consistent and relevant to all audiences — co-ordinating with marketing and digital colleagues
- You'll champion internal and external communications best practices across the organisation to foster the creation of compelling content that maximises engagement with YHA's audiences across all channels and stakeholder groups
- You'll lead on developing and delivering the communication of YHA's strategic transformation across all channels, coordinating a plan with colleagues across the organisation to ensure consistent messaging which is appropriate for YHA's audiences
- You will maintain an organisation-wide communications schedule, which coordinates content between corporate communications and marketing
- You will line manage the Internal Communications Manager, ensuring the development and delivery of internal communications strategy to support the overall communications strategy
- You'll represent the External Relations team on the Risk Management Group for corporate reputational issues

### 2. You'll lead on reporting and stakeholder engagement communications

- You'll coordinate the production, scheduling and publication of corporate communications content across all communications channels, in collaboration with the marketing team
- You'll lead on the development and production of corporate publications such as the annual report and showcasing documents that demonstrate YHA's scale, scope and contribution to society
- You'll lead on governance-related communications for the AGM (including planning speakers and producing presentations etc.), trustee recruitment, the Company Member bulletin schedule and other updates as required
- You'll lead on coordinating the collation and presentation of data and stories to maximise the effective communication of YHA's impact, collaborating with internal departments and project teams
- You'll work with partner organisations and networks to amplify our impact and key messages, coordinating collaborative activity to advocate for support/policy change in alignment with the YHA's strategic objectives
- You'll represent YHA in communications with key stakeholders including policy makers, officials, journalists and partner organisations, to collaborate and influence in support of YHA's strategic objectives

### 3. You'll drive the organisations external presence

- You'll support the strengthening of YHA's external presence (as a national charity, social enterprise delivering social good, and as an expert in the youth sector space etc.)



**Helpful**



**Efficient**



**Authentic**



**Respectful**



**Team-spirited**

- You'll develop and implement communications plans to manage our external positioning, messaging and senior relationships across key sectors and audiences
- You'll reach and actively engage more of the charity's supporter base to increase voice and profile
- You'll build on the brand's current position to entice and excite new audiences
- You'll conduct regular horizon scanning to anticipate emerging issues and trends that may impact the organisation's communications strategy
- You'll stay informed about changes in the external/policy landscape relevant to YHA and recommend adjustments to communications strategies accordingly

#### 4. You'll manage YHA media relations

- You'll manage YHA's press office, including any external agency support
- You'll promote, protect, enhance and develop YHA's reputation through a period of organisational transformation and beyond, upholding the public profile of YHA by planning and delivering strategic communications
- You'll design and lead pro-active campaigns and initiatives to support YHA's organisational strategy and annual business plans
- You'll ensure efficient reactivity to manage unplanned or emerging issues affecting YHA's interests and reputation, and manage crisis communications
- You'll act as a spokesperson for YHA and support the preparation of a range of other spokespeople for media engagements and interviews

#### 5. You'll manage and maintain YHA's archives

- You'll leverage the charity's heritage and historical archive to reinforce the organisation's narrative and tell a compelling story (about YHA's roots in social reform and as a pioneer in social tourism, and celebrating its longevity, continued relevance and unique impact — in the run up to YHA's 100-year anniversary and beyond)
- You'll be the lead contact for maintenance of the YHA archive, liaising with the Cadbury Research Library, and volunteers such as the honorary archivist and YHA historian, to ensure the continued collection and curation of YHA's heritage

## Knowledge, skills and experience needed

- An experienced communications professional, capable of developing and delivering strategy while carrying out operational duties in a complex national organisation
- The ability to tailor messages that promote understanding to a variety of audiences using a variety of channels and media across both internal and external communications
- The ability to read, absorb, understand and communicate information from corporate sources to different audiences in a way that is relevant and inspiring to them
- Creative in your approach to planning and designing content
- Experience that brings authority and a cross-functional perspective to professional communications advice, with the ability to influence and steer the work of colleagues and stakeholders
- Ability to offer constructive challenge to the status quo position, identify reputational risks and solutions, and articulate potential future opportunities
- Ability to work to deadlines and cope with pressure and setbacks by finding creative solutions
- Experience of establishing and building partnerships and productive working relationships with senior colleagues, stakeholders, partner organisations, communities, suppliers and public bodies
- Significant experience in developing and delivering media campaigns, stakeholder engagement plans and PR activity to improve brand position and bring about change

We welcome candidates with lived experiences that they are willing to share, that can inform/shape our approach, and help to reach those facing a range of personal or professional challenges.

We note that communication can take many forms. This may include sign language; other adaptations for those with hearing impairments; or other speech or language difficulties.



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Where there is a need for additional assistance and reasonable adjustments required by the postholder to carry out the role, these will be supported.

## Role details

**Reports to:** Director of External Affairs and Engagement

**Financial responsibility:** Management of public relations budget – strategic decision making will impact on achieving trading, membership and fundraising income targets, and external positioning, perception and reputation.

**Line management:** Internal Communications Manager, press office resource currently provided by external PR agency

**Relationships: Internal:** CEO, Senior Leadership Team, Governance Manager, Head of Marketing & E-Commerce, Head of Capital & Revenue Fundraising, Head of Fundraising & Supporter Engagement, Head of CRM & Data Management, Head of Education, Youth & Impact, Head of Central Sales & Customer Experience, functional managers

**External:** PR agency, creative/print agencies, members, supporters, and senior stakeholders; sector communications bodies and networks

**Accountability:** The role holder will be accountable for leading the development and implementation of YHA content and communications strategies that

- effectively position YHA as a leading youth charity in its key markets, maximising engagement with all key audiences across all channels, and drives consideration and action for our cause
- contribute to achieving income and impact targets through engaging and innovate content development and effective communications planning across internal departments and external channels

**Author:** Director of External Affairs and Engagement

**Date completed/reviewed:** March 2026



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