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# Communications Manager

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JANUARY 2025

## Justlife's Vision

Making people's experience of temporary accommodation be short, safe and healthy.

### About this role

We are seeking an experienced Communications Manager who will elevate our charity's profile, amplify our mission, engage stakeholders and influence policy change nationally through compelling storytelling and impactful campaigns. The role will lead on shaping and delivering our communications strategy, ensuring our messaging is clear, consistent, and aligned with our vision of transforming temporary accommodation (TA).

The ideal candidate will be as comfortable with high-level strategy and planning as getting their hands dirty in the day-to-day of making that strategy happen. They will care about our cause of bringing about change for people living in homeless Temporary Accommodation across the country. They will be a self-starter with great communications skills and an ability to think strategically alongside a flexible, pro-active and open approach to work.

Working closely with our senior leadership, policy and fundraising teams, they will combine excellent organisation, communication and people skills to move forward the comms across our charity, leading this area of our work at an exciting time for Justlife as a charity. We are just launching the Transforming Temporary Accommodation Project, a national 5 year initiative aiming to radically reduce the use of TA while improving standards for those who depend on it.

The Communications Manager will play a crucial role in developing our communications strategy and delivery around this project, as well as across the wider work of the charity including our policy and research work, our frontline services in Brighton and Manchester, and our communication with donors and supporters.

After appointing this post, we will also be recruiting for a Communications Assistant, who will be supervised by the Communications Manager. We hope this new Comms team will be passionate about our work, strategic in their approach and brilliant at getting stuff done. To help make this happen, you will join a supportive team and working environment where your wellbeing is valued as much as your work.

This role will ideally be based at one of our offices in Brighton or Manchester but we will consider a hybrid role. It will require some national travel and occasional overnight stays.

### Why do we exist

Justlife is in existence because we know thousands of people struggle to manage in poor and unsuitable temporary accommodation. Their stay isn't temporary, they are likely to be suffering with deteriorating mental and physical health, becoming victims of crime, losing control of their life and even dying prematurely. We are working towards making their stays as short, safe and healthy as possible.

### How do we operate?

Our values guide our work and are very important to us:

- Collaboration before competition
- People before programmes

- Innovation before Institutions

## **What do we do?**

Justlife delivers impactful services in Greater Manchester and Brighton & Hove, supporting and empowering people experiencing homelessness in temporary accommodation. We also drive positive system change across the national temporary accommodation sector, convening those with a common interest; people with lived experience, landlords, charities, local and national government, and carrying out research and gathering insights.

We aim to grow our impact and reach, supporting more people in temporary accommodation and to build a movement that brings about lasting positive change.

## **Why work for us?**

Here at Justlife, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective.

## **Perks of working at Justlife**

- Great holiday package! Starting at 27 days annual leave entitlement, plus bank holidays (increasing to 29 days after 5 years' service and 30 days after 10 years' service)
- Additional 5 days annual leave purchase scheme through salary sacrifice
- Enhanced pension contribution scheme, 5% Justlife contribution (correct at time of print)
- Cycle to work scheme
- 2 Volunteering days per year

## **Employment Terms and Conditions**

**Job Title:** Communications Manager

**Hours:** Full time, but open to part-time hours for the right candidate.

**Contract Type/Term:** Permanent

**Normal hrs. to be worked:** Monday-Friday 9am-5pm. This role will also involve some national travel as well as occasional overnight stays, evening and weekend work.

**Location:** Ideally based in Brighton or Manchester for at least 2 days a week.

**Salary:** £42,023 per annum.

**Closing date for applications:** Midnight on Monday 10th February 2025

## **Application Process**

To apply, please email a covering letter addressing how you meet the person specification, together with an up to date CV and an Equal Opportunities form to [recruitment@justlife.org.uk](mailto:recruitment@justlife.org.uk). The Equal Opportunities form can be found at <https://www.justlife.org.uk/jobs>.

We may hold short informal Zoom interviews in the week of 16th February. Final in-person interviews are planned for Wednesday 5th or Thursday 6th March. These are likely to be in London but we will confirm nearer the time - we can cover reasonable travel expenses for those invited to interview.

You will receive an automated email receipt of your submitted forms. If you do not hear from us by the end of Friday 14th February, please assume your application has been unsuccessful on this occasion. We are grateful to you for considering this role but unfortunately we are unable to provide feedback on unsuccessful shortlisting.

If you have any questions about the role please email Dave at [dave.perrins@justlife.org.uk](mailto:dave.perrins@justlife.org.uk)

## **Job Summary**

The Communications Manager will elevate our charity's profile, amplify our mission, engage stakeholders and influence policy change nationally through compelling storytelling and impactful campaigns. The role will lead on shaping and delivering our communications strategy, ensuring our messaging is clear, consistent, and aligned with our vision of transforming temporary accommodation (TA).

The role will work closely with colleagues to play a key role in bringing about change for people living in homeless TA across the country. Developing and delivering campaigns that increase the awareness of our brand, the impact of our work and the change we believe is needed.

This role will include:

- Developing and implementing a comprehensive communications strategy to support our vision to transform temporary accommodation.
- Enhancing our brand identity as thought leaders in the sector and delivery experts in supporting people in TA.
- Delivering compelling content across multiple channels to engage with relevant stakeholders.

## **Role Description**

- Develop and implement a comprehensive communications strategy to support our mission and strategic goals.
- Manage and enhance our brand identity, ensuring all external and internal communications align with our values and objectives.
- Create compelling content across multiple channels, including press releases, blogs, newsletters, social media, and reports.
- Build and maintain strong relationships with media outlets, journalists, and other key stakeholders to maximize coverage and influence.
- Lead on digital communications, including website management, social media strategy, and analytics to improve engagement and reach.
- Support advocacy and fundraising efforts by developing targeted campaigns that resonate with donors, policymakers, and the wider public.
- Collaborate with internal teams to gather stories and insights that showcase the impact of our work.



- Work with the staff teams to provide effective internal communications.
- Monitor and evaluate the effectiveness of communications initiatives, using insights to refine strategies and drive continuous improvement.
- Managing a communications assistant and external agencies/freelancers involved in our communications, marketing and branding.

*This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of Justlife. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework, and in performing other duties commensurate with these responsibilities, the band of the post and skills and qualification of the post-holder.*

## **Person Specification**

### **Experience & Knowledge**

- Experience as a communications manager or in a similar role, preferably in the charity, non-profit, or social impact sector.
- Strong understanding of media relations and experience in securing coverage across various platforms.
- Experience of developing and implementing a strategic communications plan for internal and external communications.
- Knowledge of homelessness, housing policy, or social justice issues (desirable but not essential)
- Experience of managing staff and/or freelancers/agency relationships.
- Experience or knowledge of working in a person-centred way with people with lived experience of homelessness or marginalisation.

### **Skills**

- Exceptional written and verbal communication skills with a talent for storytelling and producing a range of written materials including press releases, media statements, fundraising copy etc.
- Proficiency in digital communications, including managing websites, social media platforms, and analytics tools.
- IT skills (Office suite, online cloud-based tools).
- Strategic thinker with excellent organizational skills and the ability to manage multiple projects and deadlines.
- Excellent interpersonal skills with the ability to build relationships, influence and communicate effectively with a range of people.
- Flexibility, adaptability and an ability to think creatively.

### **Personal attributes**

- A strong commitment to drive change for people living in TA.
- Commitment to diversity and anti-oppressive practice in all areas of work.
- Self-motivation, able to prioritise workload and operate without close guidance from a manager.
- Commitment to the values of Justlife:
  - Collaboration before competition
  - People before programmes
  - Innovation before Institution