

A photograph of an older man and a woman embracing outdoors. The man is on the left, wearing a white polo shirt, and the woman is on the right, wearing a white short-sleeved button-down shirt and blue jeans. They are both smiling warmly at the camera. The background is a soft-focus green park setting with trees.

**Networks Communications &
Engagement Officer**

London, Glasgow or Cardiff

Communications & Engagement Officer

Networks

Contract: Permanent, full-time contract.

Hours: 35 Hours per week, Monday-Friday, 9am-5pm. We are open to flexible working options.

Salary: £32,000 -£36,000

Location: Carers Trust office (London, Glasgow or Cardiff) with hybrid/home working options

Why this role is pivotal to Carers Trust



This role is central to strengthening and connecting Carers Trust's organisational networks across the UK. Through the delivery of clear, consistent and engaging communications, the Communications & Engagement Officer will help members stay informed about opportunities, resources and developments across the network, while promoting collaboration and the sharing of learning and good practice.

Working within the Network Development Team and closely alongside colleagues in Communications and Marketing, the postholder will coordinate network communications across a range of channels and audiences, helping to increase engagement with Carers Trust's membership offers and strengthen connections between member organisations.

The role will also play an important part in ensuring members' voices, experiences and achievements are reflected across Carers Trust's wider communications. By supporting more connected, informed and engaged networks, the postholder will contribute to stronger services and better outcomes for unpaid carers across the UK.

In this role you will



- Work with subject-matter leads across Carers Trust to translate technical or organisational information into accessible, engaging content for different audiences across Carers Trust's networks.
- Develop and implement engagement plans to promote partner participation in learning, research, campaigns or development initiatives.
- Contribute to the development of toolkits, guides and resources that support members in delivering high-quality services and in relation to identified capacity building needs.
- Contribute to evaluation activities and reporting for internal and external stakeholders.

Main responsibilities (not an exhaustive list)



Member Communications

- Develop, coordinate and deliver high-quality content for business-to-business communications to Carers Trust's organisational membership networks (e.g., newsletters, bulletins, videos, briefings, email campaigns).
- Ensure partners receive timely updates about programmes, training opportunities, policy developments, resources and sector news.
- Maintain and update content for member-facing platforms, including the Knowledge Hub, Triangle of Care Member Area, and future collaboration sites.
- Work with subject-matter leads across Carers Trust to translate technical or organisational information into accessible, engaging content for different audiences across Carers Trust's networks
- Ensure all member communications are consistent with brand and tone of voice guidance as well as our framework for describing carers and caring.
- Produce and embed guidance connected to Carers Trust's membership brands to ensure they are used for maximum impact

Engagement & Relationship Support

- Support the organisation to engage and strengthen relationships across the network, including the effective marketing of online forums, webinars, and partner meetings.
- Develop and implement engagement plans to promote partner participation in learning, research, campaigns or development initiatives.
- Monitor communication performance and partner engagement, gathering feedback to improve content, format and reach.
- Maintain accurate records of different network audience segments, engagement metrics and mailing lists, ensuring compliance with data protection standards.

Content Creation & Editorial Support

- Draft, edit and proofread a wide range of member-focused communications including case studies, success stories, videos, updates and operational briefings to showcase and drive network impact.
- Review, improve and keep membership-facing webpage content up to date, engaging and relevant
- Produce visual content where appropriate (infographics, slides, simple design assets) to support member engagement and clarity of messaging.
- Contribute to the development of toolkits, guides and resources that support members in delivering high-quality services and in relation to identified capacity building needs.

Main responsibilities

Continued



Promotion & Marketing

- Promoting and supporting the creation of press releases, articles, blogs and statements for member accreditation schemes (e.g. Triangle of Care Star Panels, Excellence for Carers Awards etc.)
- Raising the visibility of these accreditation schemes with external audiences (e.g. policymakers, commissioners, regulators etc.) through a range of channels
- Ensuring evergreen network-focused content is used across Carers Trust's corporate channels (e.g. LinkedIn, Partner channels, wider social media etc.)

Internal Collaboration

- Work closely with Carers Trust's Communications & Marketing team to ensure alignment of messaging, brand consistency, content quality and scheduling.
- Co-ordinate with a range of internal teams to ensure that communications to the Network are well planned, accurate- and strategically targeted and timely.
- Work across the Network Development team and beyond to actively manage and co-ordinate network communications to ensure the most consistent and prioritised marketing of network facing services and support.
- Support the planning, marketing and engagement with a range of Carers Trust events, conferences and capacity building- activities.

Continuous Improvement

- Monitor trends, best practices and innovations in business-to-business engagement and nonprofit membership communications.
- Active use of the CRM to track, record and analyse comms and engagement data to support improvement and business planning.
- Use insights to continually refine the organisation's network communications approach.
- Contribute to evaluation activities and reporting for internal and external stakeholders.

Our ideal candidate



If you meet most (but not all) of the below criteria, we still encourage you to apply.

Essential Skills & Experience

- Strong experience in communications, engagement, membership relations or a related field—preferably in a charity, network, association or similar business-to-business environment.
- Ability to manage multiple and sometimes competing priorities, whilst working to tight deadlines
- Excellent written, verbal and multimedia communication skills with the ability to adapt tone and style for an array of professional audiences.
- Ability to translate complex information into clear, engaging content.
- Experience managing newsletters, email campaigns or partner updates.
- Confident using a range of digital communication tools (e.g., email marketing platforms, social media, CRM systems, content management systems, SharePoint, design platforms).
- Strong planning, organisational and project management- skills.
- Ability to build positive working relationships with internal colleagues and external partners.
- Accuracy, attention to detail and good editorial judgement.

Desirable

- Experience working within a membership body or distributed network environment.
- Understanding of the voluntary sector landscape, especially organisations supporting unpaid carers and/or public sector bodies
- Experience creating simple visual or multimedia content.
- Familiarity with user-centred- communication design principles.

Values & Behaviours

- Commitment to Carers Trust's mission and values.
- Collaborative, proactive and solutions focused.
- Respectful, inclusive and keen to support a diverse network of organisations.
- Comfortable working in an agile and fast paced- environment with shifting priorities.

Additional Information

- Travel within the UK to network meetings, conferences or partner events may be required.

How to apply



Applications are to be submitted through the Carers Trust recruitment portal, please upload your CV and a supporting statement setting out how your skills and experience match the criteria for this role.

We are happy to accommodate any adjustments you may have and will share all interview questions in advance as part of our commitment to inclusive hiring.

For an informal conversation or any questions about the role please contact recruitment@carers.org

- **Application deadline:** Monday 27th July
- **Expected interview date:** Week commencing 10th August

