



Role profile

Job title	Digital Communications Manager
Reports to:	Director of Campaigns and Advocacy
Direct reports:	None
Location:	Home working anywhere in the UK
Working patterns:	1 FTE (35 hours per week) with typical working patterns falling between 8am and 6pm, Monday to Friday. Occasional UK-wide travel, with occasional early starts and late returns, c5 overnights stays a year.
Pay band:	Band G, starting salary £44,672 per annum, rising to £49,456. London Weighting of up to £3,655 pro rata where applicable. We provide up to 6% pension contribution and a life assurance scheme.
Contract:	Permanent

Background

SOS UK is a student-led education charity focusing on sustainability. We know environmental sustainability cannot be achieved in isolation, so our work spans across issues of climate justice and wellbeing as well. We believe in lifelong learning and work on sustainability across all forms of education from early years to workplace learning. We act as a support crew - facilitating, encouraging and mentoring people wherever they are on their journey in sustainability.

We see the power and potential in students and young people to be at the forefront of change. We work alongside them as equal partners in their sustainability leadership journeys. We believe that when students lead on sustainability, they learn about it, picking up the vital knowledge, skills and competencies they will need to help transform society into a more just and sustainable place.

Our vision is to see: more students leading on, and learning for, sustainability; an education system repurposed around the climate emergency and ecological crisis; and sustainability that is more inclusive, so it is for everyone.

Purpose of role

This exciting role at SOS UK with plenty of scope for influence and development.

This role will work closely with Campaigns and Advocacy colleagues to deliver our new digital and communications strategy, helping to professionalise our communications and digital, and mobilise and inspire the public to take time, money and voice actions that support us and the youth led campaigns we help make happen.

You will work closely with colleague across the organisation to deliver inspiring, impactful communications, driving support for SOS UK and engagement with young people.

This role would suit a mid-career digital or communications generalist, with skills in email marketing, web and social media, including short-form video (e.g. Instagram Reels or TikTok).

Overall aim
1. Lead in delivering our digital communications.
2. Deliver growth in SOS UK's engagement with the public through digital, helping to grow our reach, impact, and income.
3. Responsibility for the day to day running of SOS UK's communications, including our website, email marketing, social media and campaigning actions.
4. Help centre young people's voices in SOS UK's communications, working with students, student staff and volunteers to create dynamic, impactful comms - including email, web and social media.
Key responsibilities
5. Collaborate with colleagues across the organisation and youth led campaigns to spearhead the implementation of our new digital mobilisation strategy and oversee the digital mobilisation programme
6. Help embed a culture of creative excellence, working directly colleagues and young people to deliver creative, dynamic communications
7. Frequently review and respond to digital analytics, ensuring our content strategy is consistently evolving in response to feedback
8. Be a positive advocate for good digital communications and mobilisation across the organisation and with external funders
9. Follow relevant policies and legal requirements, especially surrounding GDPR and protecting supporter data
10. Develop and produce routine communications, including but not limited to digital communications, as and when required.
11. Line management of team members, when hired.
12. Other duties as reasonably required.

Qualifications and experience	Essential	Desirable
Experience of delivering digital and communication strategies to mobilise the public, win campaigns, recruit new supporters, grow income and deepen engagement, especially via mass email marketing	1	
Experience managing a team budget	1	
Strong track record of developing impactful digital communications	1	
Experience of social media community management and building online communities		1
Experience of paid digital activity (e.g. Meta Ads, Google Ads or similar)	1	
Experience working collaboratively across an organisation		1
Naturally responsive approach, with ability to pivot quickly and maximise opportunities.	1	
Knowledge		
Knowledge of social media landscape, especially among young people (25 and under)	1	
Understanding of the importance of analytics and working in a data-driven team	1	
Understanding of the environment sector		1
Skills		
Excellent communication skills, both verbal and written	1	
Flexible and collaborative approach to cross-organisational working, with a history of building successful relationships.		1
Ability to work as a part of a team and on own initiative	1	
Strong planning and ability to deliver to deadlines	1	
Attributes		
Commitment to being an active part of an anti-racist organisation with intersectional climate justice as a core value	1	
A genuine and enthusiastic commitment to the Values, Vision and Goals of SOS UK		1
Able to manage multiple projects with different timetables simultaneously		1
Commitment to being an active part of an environment that promotes equality of opportunity whilst recognizing and valuing diversity	1	

Last updated: 09/07/2026