Job Title:	**Senior Communications Manager**
Reporting to:	**Head of Engagement**
Department:	**Engagement**
Job Type:	**Permanent (following successful six month probationary period)**
Hours:	**Part/full time 0.8-1 FTE**
Salary:	**£36-42,000 FTE, depending on experience, plus London weighting of £1,000 applied pro rata if office based, and 7% employer's pension contribution.**
Location:	**London office or hybrid, with availability for occasional travel to external meetings and evening events in other areas. A Rocha UK's office is in Brentford, West London.**
Office hours:	**9:00-5:30.**

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A Rocha UK:

A Rocha UK is a unique Christian nature conservation charity, mobilising Christians and churches to care for the natural world. We are a member of the Worldwide A Rocha Family, a federation of Christian conservation charities, and we have sister organisations in 23 other countries. A Rocha UK has a staff of 25 and many volunteers. We run nature conservation activities on our own reserves, advise a national network of conservation partners, inspire Christians to protect nature and act on climate change through our Wild Christian scheme, and run the popular Eco Church scheme for local churches. Our office is close to overground and tube stations, with its own secure cycle and parking facilities.

In 2026 we launched a new three year strategy with exciting goals of deepening our support to those in each of our programmes and increasing our reach in order to see more people equipped to care for creation. We also have a heightened focus on cross-cutting issues of social justice, climate resilience, becoming more prophetic and ensuring we are both learning from and serving all of the UK. Among others, a key enabler to fulfilling this strategy is growing our reach in order to equip Christians up and down the UK to care for nature, and developing what we offer households and individuals.

Purpose of role:

A Rocha UK is engaged with a large Christian constituency (Nearly 23,000 individuals on its e-mail lists, over 9000 churches registered for Eco Church across 25 denominations, over 60 conservation partners, ranging from Christian conference centres through to community farms, and over 8000 individuals in our Wild Christian programme - for individuals and households looking to live more sustainably).

The Senior Communications Strategist is a new post, and will bring leadership to the communications work across A Rocha UK. The person will play a key role, using marketing and leadership experience to spearhead and bring together our communications across all our programmes. Working collaboratively, you will lead a small Comms Matrix Team (line management sits with the programme teams) of 3 people who work across our key programmes (Eco Church, Conservation and Individuals) to deliver high quality, creative marketing output.

Day-to-day, this role sets strategic direction, ensures work is delivered to a consistently high standard, solves problems and makes decisions on priorities. They oversee the delivery of our communications across digital channels, campaigns and publications, helping to raise awareness, grow engagement and support our mission. They will monitor and report on performance of our comms channels, changing tactics as necessary.

You will collaborate with the programme teams to understand their audiences so that needs are met in a coordinated way that fits capacity. You will work closely with the fundraisers to develop engaging and compelling campaigns, enhancing and building donor fulfilment though strong storytelling, case studies and impact statements in multimedia formats. There is a need to take creative approaches to growing new supporters, developing existing ones and enhancing the overall supporter journey. You will also be involved in developing our Wild Christian programme.

This role will work closely with key stakeholders including Senior Management team, our external digital agency, and worldwide A Rocha Family partners

This job is for you if:

- You think strategically and creatively to achieve objectives
- You're proactive - noticing what needs attention and taking action
- You enjoy working collaboratively, and helping others thrive and grow
- You're high capacity and enjoy juggling multiple projects at once
- You enjoy the challenge of creating compelling copywriting
- You stay calm under pressure, and can adapt quickly to find the route forward

Key responsibilities:

Strategy and Planning

- With the Head of Engagement, set strategic direction for A Rocha UK comms, including website use, social channels, mailing lists, translating objectives into plans
- Develop a communications plan that streamlines communications and deepens impact
- Setting budgets in collaboration with the Head of Engagement. Monitoring and reporting on lead indicators and results.

Day-to-day management and delivery

- Manage and develop a Comms Matrix Team, building skills and collaboration
- Manage the online presence for A Rocha UK's digital channels, including social media, email and websites - alongside support from our digital marketing agency
- Oversee content gathering, including liaising with colleagues, volunteers and partners
- Protect the integrity of the A Rocha UK brand and ensure compliance across all comms channels (the main A Rocha family brand is overseen by A Rocha International)
- Planning and oversee the delivery of communications campaigns and key moments throughout the year
- Write clear, engaging copy aligned with our brand, values and tone of voice
- Setting and monitoring comms scheduling across the programmes and channels
- Design and create/commission video content
- Work with the fundraising team on developing supporter journeys, delivering compelling appeals and giving products
- Resolve issues, balance workloads and decide on priorities

Cross organisation working

- Collaborate with the wider leadership team and to share learnings across programmes
- Shape best practice, processes and culture around how we approach comms
- Stay up-to-date with industry trends, changes and best practices
- Where required, attend events across weekends and evenings (Time in Lieu will be provided)

Person specification:

	Essential	**Desirable**
Experience & qualifications	5+ years of working in marketing (including digital).	Degree or equivalent qualification in relevant subject
	Broad knowledge across multiple comms channels	Experience of working with Christian organisations
	Proven experience of creating and implementing comms strategies	Experience of working on fundraising appeals

	Experience of leading teams	Experience of working in the conservation fields
	Comprehensive understanding of digital trends and platforms	Knowledge of wider environmental issues, e.g. climate change, sustainable living.
	Understanding key metrics and creating insightful reports for clients	Line Management experience
Skills / Abilities	Knowledge of key tracking platforms e.g. Google Analytics, Google Tag Manager, Google Search Console.	Experience using online graphic design and video tools
	Knowledge of key marketing platforms & software for comms e.g. MailChimp, Scheduling Tools, Canva	Excellent interpersonal communication and skills
	Strong copywriting skills	Experience of budget management
	Basic video editing skils	
	Project management skills	
	Ability to take initiative and solve problems	
	Ability to prioritise and cope with substantial workload	
	IT proficiency in standard office packages (A Rocha UK primarily uses the Google suite, and Word, Excel, Outlook, PowerPoint).	
	Project management skills, including stakeholder management	
Attributes	Strong written and verbal communication.	
	Proactive in your approach to your work	
	High capacity individuals who can stay calm under pressure	
	A practising Christian: A Rocha is a non-denominational Christian charity with a deep commitment to our faith, community and cross-cultural collaboration. This requires all staff to participate fully in the spiritual life of the organisation, including regular collective prayer and reflection, occasional staff residential retreat etc.	

Application details:

To apply for the post, send a CV of no more than two pages, including the names/contact details of two referees, along with a cover letter explaining why you would like to work in this role and how you meet the job specification, to **ukjobs@arocha.org**. We discourage the use of AI generated cover letters. Please note that referees will not be contacted unless a job offer is made.

The closing date for applications is:	**Friday 4th December, 9am**
Online interviews will be held on:	**Thursday 10th December**
In-person 2nd interviews will be held on:	**Thursday 17th or Friday 18th December**