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Welcome from Amy Chambers

Dear Candidate,

I'm delighted to be recruiting for the role of **Senior Communications Officer** at Rays of Sunshine.

I have the privilege of leading an ambitious, passionate team who are inspired every day to brighten the lives of seriously and terminally ill children across the UK. We're a team full of positivity, energy and drive to succeed – and we're looking for someone who shares that spirit and wants to be part of our journey.

At Rays of Sunshine, we know that no parent ever imagines their child will be diagnosed with a life-limiting or terminal illness. But when the unimaginable happens, we're there to help brighten their lives, by granting magical wishes and providing ongoing support in hospitals and the community.

This role has been created to put our storytelling front and center – working directly with children, young people and their families to capture the moments that matter, and building the media and celebrity relationships that help those stories reach as many people as possible. It's a brilliant opportunity for someone who is a natural storyteller, warm and confident with people, and driven to make sure every family we support feels truly seen.

Reporting to our Senior Communications Manager, you'll be joining at a really exciting moment for the team, with a brand refresh and website redevelopment both about to launch, and the chance to make an immediate and meaningful impact on how our story reaches the public. This role would suit someone who enjoys building warm relationships quickly with families, journalists and high-profile supporters alike and who thrives in a small, close-knit team.

This is a truly exciting time to join Rays of Sunshine. You'll be part of a supportive, vibrant and fun team culture – and most importantly, you'll see the real, lasting impact of your work on the lives of the children, young people and families we support.

If you're interested in joining us on this journey, we'd love to hear from you. Please don't hesitate to get in touch for an informal conversation.

I look forward to hearing from you.

Amy Chambers

A handwritten signature in black ink that reads "A. Chambers". The script is fluid and cursive, with a large, elegant capital 'A' and a trailing flourish.

Chief Executive Officer

About Rays of Sunshine

Rays of Sunshine exists to brighten the lives of seriously ill children and young people across the UK.

Serious illness can bring some of the darkest moments a family will face. We exist to bring light when it is needed most.

We believe every child and young person deserves the chance to experience the joy of childhood, regardless of the challenges they face. Through our Sunshine in Hospitals programme, life-changing wishes and Wish Community, we provide a continued journey of joy, hope and support for children, young people and their families from diagnosis, throughout treatment and beyond.

Sunshine in Hospitals

For many children and families, serious illness means spending significant time in hospital undergoing treatment, procedures and tests. Through our Sunshine in Hospitals programme, we bring moments of joy, connection and positive distraction directly to children receiving treatment in hospitals across the UK.

Alongside these activities, we deliver projects and provide specialist equipment and activities that help relieve suffering, support children through stressful or painful procedures and improve their experience of treatment.

Wishes

At the heart of Rays of Sunshine are our life-changing magical wishes. Whether a child wishes to be, meet, have or go, every wish is as unique as they are, creating powerful moments of joy and hope when they are needed most.

Wish Community

A wish is not the end of a family's journey with Rays of Sunshine. Through our Wish Community, children, young people and their families can continue to access opportunities to connect, celebrate and create new memories together.

A Journey of Joy

Rays of Sunshine is the only UK wish-granting charity supporting seriously ill children, young people and their families from diagnosis, throughout treatment and beyond. Together, our Sunshine in Hospitals programme, magical Wishes and Wish Community programme provide a continued journey of joy, hope and connection when they need them most.

Our Team

This is an exciting time to join Rays of Sunshine as the charity enters a period of transformation and plans for the future through a new five-year organisational strategy.

If you have the experience, energy and passion to help us achieve our mission of bringing joy, hope and support to children living with serious and life-limiting illnesses, we would love to hear from you.

Sunday Times Best Places to Work 2026



We are delighted to be recognised as one of The Sunday Times Best Places to Work 2026.

The annual list celebrates organisations that excel in areas like employee engagement, workplace culture and workplace satisfaction, based on comprehensive employee feedback.

The charity has been recognised in the Small Organisation category, for fostering a workplace culture where staff feel valued, connected and supported, enabling them to deliver life-changing experiences for the seriously ill children and families they serve.

Some of the highlights from the survey include:

- 100% of colleagues said they are proud to work for Rays of Sunshine
- 99% said they do something worthwhile through their role
- 96% overall employee engagement score
- 98% would recommend Rays of Sunshine as a great place to work

This recognition reflects the caring, supportive culture that helps us brighten the lives of seriously ill children across the UK.

We're so proud to have built a workplace where our core values of kindness, connection, empowerment, integrity and joy are at the heart of everything we do.

Being named one of The Sunday Times Best Places to Work is a wonderful celebration of the incredible people who make our charity what it is. Every day, our team goes above and beyond to help create moments of joy and hope for children living with serious illness, and we're committed to making sure they feel just as supported as the families they serve.



Job Specification

Job Title: Senior Communications Officer

Salary: £30,000 – £34,000 per annum, depending on experience

Hours: Full-Time (37.5 hours per week).

Working pattern: Flexible working hours, with home and office working

Location: Finchley, N3 (nearest station Finchley Central) / Home Working

Reports to: Senior Communications Manager

Direct reports: None at present

Key working relationships: Senior Communications Manager / Fundraising / Services / external agency partners

Purpose of Role

The Senior Communications Officer will play a vital role in bringing Rays of Sunshine's work to life, working directly with children, young people and their families to capture and share the stories and moments that demonstrate the impact of our work.

This is an exciting time to join Rays of Sunshine as the charity prepares to launch its new five-year organisational strategy, refresh its brand and develop a new website. Working under the direction of the Senior Communications Manager, the postholder will play an important role in supporting these projects and communicating the charity's future direction to families, supporters and wider stakeholders.

Reporting to and working under the direction of the Senior Communications Manager, the postholder will take responsibility for key areas of communications delivery, including storytelling, media relations, PR activity and liaison with families, Wish Ambassadors, celebrities and other stakeholders.

This is a hands-on role within a small, collaborative team. It requires genuine warmth and sensitivity when working with families, strong editorial judgement, an instinct for identifying compelling stories and the organisational skills to coordinate relationships with journalists, families, ambassadors, celebrities, agents and other stakeholders.

The successful candidate will play an important role in raising awareness of Rays of Sunshine, celebrating the children and families we support and demonstrating the impact of our work, helping to strengthen our brand and support the charity's long-term growth.

About you

You will be a skilled and enthusiastic storyteller with a genuine passion for placing children's voices at the heart of communications. You will have a strong instinct for identifying engaging stories and the ability to adapt them sensitively and effectively for different audiences and channels.

You will be confident producing compelling communications, whether drafting a press release, interviewing a family, creating social media content or preparing a briefing for a spokesperson or high-profile supporter.

You will have experience working in a busy communications environment and be comfortable developing trusted relationships with a wide range of people, including children and families, journalists, influencers, ambassadors and celebrities.

As part of a small but ambitious team, you will contribute across different areas of communications delivery, respond flexibly to changing priorities and approach your work with energy, initiative and a positive attitude.

The role offers an opportunity to take ownership of defined projects, contribute to our brand refresh and new website, continue developing your communications expertise and help deliver integrated communications that inspire lasting relationships with children and families, supporters and stakeholders.

Key Responsibilities

Strategic Communications

- Support the development and delivery of the charity's communications strategy to raise awareness, increase engagement and generate vital funds.
- Support communications activity surrounding the launch and ongoing promotion of Rays of Sunshine's new five-year organisational strategy.
- Create and deliver targeted communications campaigns that support key organisational objectives, including granting more magical wishes, increasing and diversifying fundraising and building brand awareness.
- Support the charity's brand refresh, helping maintain the consistency of the Rays of Sunshine brand, tone of voice and visual identity across all communications.

Storytelling and Content Creation

- Act as the stories development lead, proactively securing stories and improving the processes used to identify, capture and manage them
- Develop and maintain a database of engaging stories based on the experiences of children, young people and their families.
- Interview children, young people and families sensitively, write up their stories and coordinate photography and filming for use across the charity.
- Produce compelling content across all channels, including social media, the website, press and email marketing, to tell the stories of the children and families we support.
- Develop creative multimedia content, including videos, graphics and photography, to enhance campaigns and engagement.
- Ensure all storytelling is handled sensitively, with appropriate consent, and reflects the charity's values, tone of voice and brand guidelines.

Digital Communications

- Support the management of the charity's social media accounts, creating and scheduling engaging content, monitoring performance and identifying opportunities for growth.
- Maintain and update website content, ensuring information is accurate, engaging, accessible and up to date.
- Support the development and launch of Rays of Sunshine's new website, including content planning, writing, reviewing and coordinating input from colleagues across the charity.
- Help ensure the new website clearly communicates the charity's work, impact and opportunities to access services, fundraise and provide support.
- Support the delivery of email marketing campaigns, including newsletters, supporter updates, appeals and campaign communications.
- Work with our external pro bono agency partners to support effective digital marketing activity.

Media and PR

- Act as an initial point of contact for media enquiries and maintain Rays of Sunshine's press office systems, including its case study database, media contacts, media monitoring systems and related resources.
- Build and maintain relationships with journalists and media outlets to secure positive coverage of the charity's work.
- Identify media opportunities connected to wishes, family stories, campaigns, events, fundraising activity and organisational developments.
- Write press releases, case studies, media pitches, statements and briefing materials.
- Coordinate media activity involving children, families, colleagues, ambassadors and high-profile supporters.
- Support and brief charity spokespeople and represent Rays of Sunshine externally where appropriate and agreed.

Stakeholder Engagement

- Coordinate the Wish Ambassador programme, developing a supportive community of young people who wish to share their stories, building their confidence to share their experiences safely and authentically.
- Build trusted relationships with Wish Ambassadors and their families, ensuring their involvement is sensitive, appropriate and empowering.
- Support the identification, engagement and management of strategic celebrity, influencer and VIP relationships.
- Coordinate approaches to agents, managers and publicists across the organisation, ensuring communication is joined up and accurately recorded.
- Work closely with Fundraising and Services colleagues to ensure consistent messaging and provide communications support for campaigns, events, partnerships and supporter stewardship.
- Build relationships with corporate partners, influencers, ambassadors and other stakeholders to amplify the charity's messages.

Monitoring and Evaluation

- Use insight and audience data to continually improve content, campaigns and communications, identifying opportunities to increase engagement and impact.
- Maintain accurate records of communications activity and outcomes.
- Produce regular reports for senior management, highlighting successes, learnings, and recommendations.
- Use insight and performance data to help improve future campaigns, content and communications activity.

Cross Team Working

- Work closely with key teams, including Fundraising and Services, to ensure they are fully supported by the Communications Team and that communications activity responds effectively to organisational priorities.
- Collaborate with Fundraising colleagues to develop compelling communications and content that support campaigns, appeals, events, corporate partnerships and supporter stewardship.
- Work with the Services Team to identify appropriate stories, communicate the impact of Rays of Sunshine's work and represent children, young people and their families sensitively and accurately.
- Coordinate with colleagues across the wider charity to ensure messaging, campaigns and communications activity are consistent, joined up and delivered effectively.

- Build positive working relationships across Rays of Sunshine, acting as an approachable source of communications advice and contributing to a collaborative and responsive team culture.
- Act as a passionate and professional ambassador for Rays of Sunshine, representing the charity and its values positively with families, supporters, partners, the media and other external stakeholders.

Person Specification

Essential

- Excellent written communication and storytelling skills, with experience producing compelling, sensitive case studies involving children or vulnerable groups.
- Passion for putting children's voices at the heart of communications.
- Experience delivering successful PR and media strategies, with a good understanding of media relations across national, regional, broadcast and consumer media.
- Track record of building and maintaining trusted relationships with journalists, high-profile people, celebrities and other key stakeholders.
- Experience producing content across social media, website and email channels.
- Strong organisational skills and efficient time management, with the ability to manage multiple tasks and priorities to a deadline.
- Experience in social media management, knowledgeable in social media best practices (Facebook, Instagram, LinkedIn, TikTok etc.) and social management tools (such as metricool)
- Experience navigating sign-off processes quickly and diplomatically to meet deadlines.
- Comfortable operating in a small, lean team.
- Passionate about the work of Rays of Sunshine.

Desirable

- An understanding of, or interest in, digital marketing - email marketing, paid social or Google Ad Grant activity.
- Experience with CRM systems like Salesforce.
- Experience within the charity or not-for-profit sector.

Other

- Willing to work flexibly, including evenings and weekends as required (time off in lieu given).

Values

Our values are at the heart of everything we do and help guide us in our mission to grant more magical wishes and provide continued support for seriously ill children and young people.

- Kindness — We are kind to ourselves and others in everything we do
- Integrity — We are honest and trusted to do the right thing
- Joy — We work with fun, passion and a sprinkle of magic
- Empowerment — We work to build confidence and nurture potential.
- Connection — We build strong connections with everyone in our wish community

Employee Benefits

At Rays of Sunshine, we are committed to creating a supportive, flexible and rewarding workplace where our people can thrive. We are proud to have been recognised as one of the UK's Best

Companies to Work For, reflecting our commitment to creating a positive, values-led culture where people feel supported, empowered and able to do their best work.

We offer:

- 30 days annual leave, plus an additional 3 days' closure between Christmas and New Year
- Employer pension contribution
- Hybrid working with flexible hours
- Time off in lieu (TOIL) for approved additional hours worked
- Employee Assistance Programme (EAP), providing confidential wellbeing and support services
- Eye care vouchers
- Ongoing learning, training and development opportunities
- Support for professional qualifications and continued professional development where relevant to the role
- A collaborative, values-led culture where your contribution makes a real difference to seriously ill children, young people and their families
- The opportunity to be part of an ambitious charity at an exciting stage of growth and development

How to apply

Rays of Sunshine welcomes applications from all sections of the community and actively encourages diversity to maximise achievements, creativity and good practice. We positively welcome and seek to ensure we achieve diversity in our workforce and that all job applicants and employees receive equal and fair treatment, regardless of age, race, gender, religion, sexual orientation, disability or nationality.

Please send a cover letter (no more than two sides of A4) explaining your suitability for the role, along with a CV to jack@raysofsunshine.org.uk at your earliest convenience.

Closing date is **9am Monday 17th August** with interviews being held **w/c 24th August**.

If you wish to discuss the role before applying, it would be a pleasure to organise a suitable time with you to speak.

Thank you for your interest in joining the team at Rays of Sunshine - we look forward to receiving your application.