



Role description

Senior Communications Strategist

About FrameWorks UK

To create lasting change on important social issues such as justice, homes and health inequalities, we need to communicate about them in ways that change hearts and minds, and build a broad movement of support. At FrameWorks UK, we know that when we change the story, we can change the world.

Our framing research shows how people think about different social issues. We use this knowledge to develop and test communications strategies to help organisations create social progress.

We are the sister organisation of the FrameWorks Institute based in Washington, DC. We are not-for-profit and launched in the UK in 2021. Read about us and our work at frameworksuk.org and on [LinkedIn](#).

Senior Communications Strategist role

The Senior Communications Strategist will contribute to the delivery of projects on issues like access to justice, achieving health equity, and securing decent and affordable homes for everyone working with partners such as Impact on Urban Health, Joseph Rowntree Foundation, Shelter, and the Law Society.

The successful applicant will be **committed to our mission to create better public conversations to achieve social progress - and inspired by using framing research to achieve real world social change.**

They will have at least five years' experience in communications and have excellent written and presentation skills. They will be well organised, proactive and keen to take on a broad range of tasks.

This is a new role joining a small, dynamic organisation. The role is permanent and full time (we are open to requests to work 3+ days a week). The postholder will be expected to work in-person with the team 2 days a week at our central London office, with the option to work remotely on other days.

The full time salary for this role is £52,000 per annum plus benefits including 27 days of paid annual leave, professional development opportunities, and 6% employer pension contributions.

Key responsibilities

1. Applies framing research to communications practice

For example, through:

- Working alongside colleagues to deliver projects that apply framing research to partner's communications.
- Turning FrameWorks' research findings into products such as briefings, communications toolkits, and other resources that help partners and others to use FrameWorks' communications recommendations.
- Designing and delivering coaching on our research and its application to diverse communicators.
- Reviewing and revising partner communications to reflect our research-based framing recommendations.
- Collaborating with Researchers to ensure advice properly reflects our research findings.

2. Supports project delivery

For example, through:

- Supporting colleagues to organise events such as workshops and webinars including by preparing slide decks and finding pertinent examples from other organisations communications.
- Briefing and overseeing consultants such as designers and videographers to produce content.

3. Supports FrameWorks UK's external communications

For example, through:

- Representing the organisation in a range of meetings, talks and events.

- Taking a lead role in creating and sharing content for FrameWorks UK social media and email communications.
- From time to time, taking a lead in organising roundtables and other events to showcase our work and inspire better framing.

Person specification

Your application must set out how you meet each of the following personal qualities, experience and skills requirements:

Personal qualities

1. Commitment to FrameWorks UK's mission and the ability to integrate our values into your day-to-day work.
2. Evidence of a professional and enterprising approach with the ability to self-direct.

Experience

3. At least 5 years' experience in a not-for-profit organisation *and* degree level education.
4. Experience of working on communications campaigns.

Skills

5. Excellent interpersonal and influencing skills with an ability to coach others.
6. An engaging and confident speaker / presenter.
7. Strong written communication skills that can inspire and engage.
8. Demonstrable ability to absorb and apply research and recommendations for use by policy, practice and communications audiences.
9. Project and relationship management skills including the ability to work at pace on multiple projects concurrently.

It would also be desirable (but not essential) to have experience in digital mobilisation/content creation or strategy, or community organising, or working with people with direct experience of the social issues we work on. Please do mention it in your cover letter if you have experience of any of these things.

How to apply

Please send a CV (no photos please) and cover letter clearly demonstrating how you meet each point of the job specification above to hello@frameworksuk.org by midnight on 4th May 2025.

We are especially keen to attract applications from Black and other minoritised people and would appreciate all applicants completing a monitoring form (downloadable [here](#)) so we

can see if we are reaching a diverse range of candidates. This form will be separated from your application on receipt, stored anonymously, and deleted after the recruitment process is complete.

You must have the permanent right to work in the UK to apply for this role. We cannot support visa applications.

Interviews will be held in person at our London office in May/ early June. We expect to hold two rounds of interviews.

Please contact hello@frameworksuk.org with any queries.