



Communications Officer

Job Title: Communications Officer

Reports to: Senior Volunteer Experience, Communications and Fundraising Manager

Contract: Permanent, 28 hours per week (part-time 4 days per week)

Salary: £26,000 - £30,000 p.a depending on experience (pro rata part-time 4 days per week)

Location: remote working/homeworking anywhere in the UK, with monthly in-person team days in London.

Closing Date: 11th August

Interviews: 27th and 28th August

Start Date: October

Are you looking for a pivotal role which will shape the future of a national charity working on a key social justice challenge? Are you excited to tackle a key post targeted at raising awareness of the charity's work and bringing critical supporters and stakeholders on board? Are you an experienced communications professional who wants to use your talents to improve the lives of people across the UK? If so, then we'd love to hear from you.

As we embark on our new five-year strategy, The Hygiene Bank would like to hear from talented communicators who would like to use their skills to further the mission of this exciting anti-poverty charity.

About The Hygiene Bank

Hygiene poverty is not being able to afford many of the everyday hygiene and personal grooming products most of us take for granted. The reality of low income is that it restricts people's options, leaving us caught between being able to heat our homes, pay the rent, eat, or be clean. It is washing hair, bodies, faces and clothes in the same cheap washing-up liquid used for the dishes. It is not being able to replace a toothbrush when needed or sharing a toothbrush because one each just isn't an option. It is having to choose between shaving foam and razors or the transport fare to a job interview.

Hygiene Poverty is the hidden crisis facing the UK. Earlier this year, The Hygiene Bank published a research report into the incidence and impact of hygiene poverty. It found that over 4.2m adults in the UK are affected by hygiene poverty, that is an additional 1.1m people into hygiene poverty since 2022 - the equivalent of the population of Birmingham.

With hygiene poverty on the rise, it is also undermining the nation's health: 50% of those affected by hygiene poverty say that it is causing them anxiety or depression. 92% of people affected report that it limits their social interactions with friends and family. 54% of those



affected have not gone to the dentist in the last 12 months. But most importantly, it's putting people in impossible situations. A staggering 69% of adults experiencing hygiene poverty are having to make the difficult decision between paying for essential needs like food and bills or purchasing basic toiletries. 65% of parents affected by hygiene poverty have had to choose between buying hygiene products for themselves or their children.

At The Hygiene Bank, we believe that everyone deserves to feel clean. That is why our network of projects exists – to give people access to the basics they need.

Read more about our work at thehygienebank.com, along with our [Impact Report](#) and research [Hygiene Poverty 2024](#)

About the role

This role will be part of a multi-disciplinary Communications Team working together to raise awareness of the work of The Hygiene Bank. The successful candidate will develop and deliver effective marketing and communications content, with a special focus on digital channels, to promote The Hygiene Bank's work, partnerships, and year-round fundraising activity – including National Hygiene Week and brand collaborations – and demonstrate the positive impact donations have had on communities across the UK. The postholder will work together with the Senior Volunteer Experience, Communications and Fundraising Manager and the Head of Fundraising, Communications and External Engagement to implement the Communications Strategy using a range of marketing and communications activities to actively engage a variety of audiences to raise awareness of hygiene poverty in the UK.

Responsibilities include: creating content for social media, our monthly newsletter and our website; creating engaging and compelling promotional materials; using high-quality storytelling to produce blogs, liaising with our volunteers to identify good stories and producing case studies and news articles for the website and supporting the wider team as required.

Job Description

Responsibilities

- Create compelling and engaging content for The Hygiene Bank's social media channels, website and newsletters for our different audiences.
- Coordinate and monitor The Hygiene Bank's social media presence ensuring the different audiences are informed and engaged.
- Develop creative concepts to engage and activate our ambassadors and influencers in support of the organisation.



- Develop and implement email marketing campaigns and manage the reporting, suggesting improvements and identifying growth opportunities.
- Support with the content creation and development of the website.
- Monitor and improve the website's SEO and traffic metrics.
- Support with the creation and delivery of effective marketing and communications materials, such as reports, presentations, leaflets, etc, to engage with our online and offline audiences.
- Support with the production of case studies and success stories with a clear narrative that delivers the key messages outlined in the Communications Strategy.
- Liaise with our network of local projects and volunteers and support them with communications materials and campaigns to raise their profile.
- Maintain the Communications monthly report, making sure the data is accurate and identifying any areas for improvement.
- Support and assist the Senior Volunteer Experience, Communications and Fundraising Manager and Head of Fundraising, Communications and External Engagement with the implementation of the Communications strategy and other team activities.
- Support and assist the Communications Team with the creation of awareness-raising campaigns at national and regional levels that align with the Communications Strategy.
- Support the Communications Team in making sure of the consistent tone and branding across all communications channels.

Person Specification

With a strong alignment with The Hygiene Bank's values, you will have:

- Outstanding written communication skills across a variety of media – from crafting social media content to case studies.
- A creative mindset, coming up with new and innovative ways to communicate activity.
- Excellent organisational skills: being self-motivated and disciplined, with the ability to work without the need for close supervision.
- The ability to work under pressure and on multiple projects at the same time.
- The ability to represent the charity and its mission in a clear, emotive and factual way.
- Strong interpersonal skills: with the ability to forge and develop relationships with our volunteers, corporate contacts and community groups.
- An enthusiastic, can-do attitude; a self-starter and a team player, with a flair for building relationships.

This job description and person specification represents an outline of the major components of the job and is not intended to be exhaustive.



Experience

You will have a minimum of two years' experience in the following:

- Either Marketing or Communications .
- Experience of, or willingness to learn a range of communications tools, e.g, Canva, Benchmark, Wordpress, Google Adwords, Hootsuite, etc.
- Copywriting skills, including the ability to write for a variety of audiences and purposes.
- Producing marketing and communications materials for multiple audiences across different platforms.
- Communicating effectively with a range of audiences.

Key Details

- Salary: £26,000 - £30,000 p.a depending on experience (pro rata, part-time, 4 days per week) dependent on skills and experience.
- Location: remote working/homeworking with monthly in-person team days in London.
- Holiday: 28 days (pro-rata) plus public holidays and closure between Christmas and New Year.
- Defined contribution pension scheme: 3% employer contribution, 5% employee contribution.

How to Apply

If you would like to join our team, please send the following to recruitment@thehygienebank.com, addressed to Meri Jimenez, Head of Communications, Fundraising and External Engagement.

- An up-to-date CV outlining your employment history, qualifications and contact details.
- A supporting statement (no more than 2 x A4 pages) which i) demonstrates how you meet the criteria outlined in the Person Specification and ii) outlining why you are interested in working for The Hygiene Bank.

Next Steps

- Deadline for applications: 11th August
- Interviews: 27th and 28th August
- Starting date: October

We welcome and encourage applications from everyone regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.