



Backing
community
business

Job description for the role of

Communications Manager (Maternity Leave Cover)

- Location:** We have offices in London, Bristol and Sheffield or you may choose to work from home. It will involve some travel for in-person meetings, events and project delivery and on occasion may require overnight stay (the frequency will depend on your role and will be in discussion with your line manager).
- Hours:** 35 hours per week. We have flexible working practices and would be happy to discuss these with you.
- Contract:** 14-month Fixed Term Contract.
- Salary:** The starting salary for this role will be £53,537 (£57,037 where the role holder resides within the M25).

Power to Change is the think-do tank that backs community business. We turn bold ideas into action, so communities have the power to change what matters to them. We know community business works to build stronger communities and better places to live. We've seen people create resilient and prosperous local economies when power is in community hands. We also know the barriers that stand in the way of their success. We're using our experience to bring partners together to do, test and learn what works. We're shaping the conditions for community business to thrive.

This role is responsible for leading the delivery of our communications strategy, providing both strategic and operational support across the organisation. Acting as the central point for all external communications, this role oversees our website, social media, media engagement, and programme of events. The role also manages responsive communications, reputational risk, and the line management of a Communications Officer.

This year is an exciting one at Power to Change. After a brand refresh in 2024, we are now celebrating our ten year anniversary. This role will therefore be critical in overseeing our ten year anniversary celebrations. In addition to this, we have an ambitious advocacy and learning approach this year across our three themes: building community power, financing the future economy, and taking back the high street. This role will also lead on relaunching our Take Back the High Street campaign in the autumn.

Deadline for applications: 9:00am Thursday 27th March 2025

How to apply: [Apply via Applied.](#)





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We apply our values to everything we do:

We are **open**: We will seek partners and allies beyond the community business sector to better help the community business model go mainstream, and will be open about our learnings as we test and discover new approaches to community-led resilient places.

We are **bold**: Our plans are ambitious, and we will continue to enter markets where we see community businesses could thrive, and boldly speak to decision makers alongside community businesses.

We are **informed**: We will continue to work closely with community businesses and be informed by their lived experience and needs. We will approach new challenges with fresh eyes and take an evidence-led approach before rolling out solutions.

We are **collaborative**: We will continue to work with existing partners and new ones, drawing on each other's skills to achieve what we couldn't do alone.

We are **authentic**: We will integrate the priorities that we have for community businesses into our own practice. We will aim to advance dignity, justice and belonging in our own organisation, become climate positive, actively embrace digital transformation, and continuously build our own capacities in many areas.

We are an **equal opportunities employer** and welcome applications from all candidates irrespective of race, age, disability, gender, gender identity, sexual orientation, religion or belief, or marital or civil partnership status. We will assess all applications against the requirements for this post as detailed in the job description and person specification and ask for names and education history to be removed from applications.

We are **Disability Confident Committed**, we welcome and respond positively to applications from disabled people. We will meet individual needs throughout the recruitment process, including making any appropriate reasonable adjustments during the interview stage and to our workplace if selected into post to support colleagues with any form of disability. If you meet the minimum requirements for the role and would like a guaranteed interview, please email recruitment@powertochange.org.uk. You do not need to share any details about your disability at this stage.

As a **Mindful Employer** we recognise that in the UK, people experiencing mental ill health continue to report stigma and discrimination. We are committed to creating a supportive and open culture, where colleagues are able to talk about mental health. We are also committed to ensuring that our employees feel safe in disclosing any mental health conditions and confident that they will be properly supported and offered reasonable adjustments when required. If you have any questions about how Power to Change is an equal opportunities employer please contact our Strategy and Culture Manager, James on recruitment@powertochange.org.uk.



JOB DESCRIPTION

Role title	Communications Manager (Maternity Leave Cover)
Reports to	Director of Policy and Insight
Role purpose	This role is responsible for leading the delivery of our communications strategy, providing both strategic and operational support across the organisation. Acting as the central point for all external communications, this role oversees our website, social media, media engagement, and programme of events. The role also manages responsive communications, reputational risk, and the line management of a Communications Office.
Role responsibilities	<p>Central communication responsibilities</p> <ul style="list-style-type: none"> • Ensure our communications approach continues to solidify our new role and brand as a think-do tank with key audiences. • Work closely with colleagues across our three thematic areas – take back the high street, build community power and finance the future economy – to ensure our messaging is clear and we are part of the public debate. • Take ownership of our organisational communications grid to ensure we are delivering a balanced and impactful communications output throughout the year. • Manage and oversee our planned programme of events, stakeholder engagement, and digital campaigns linked to our organisational 10th anniversary. • Lead our high streets theme communications, including providing strategic communications and advocacy advice. <p>Stakeholder engagement responsibilities</p> <ul style="list-style-type: none"> • Ensure there is a clear understanding of our audiences across the staff team so that we have strong, clear and up-to-date messaging for our most important stakeholders. • Work closely with the Policy Manager (Advocacy) and External Affairs Officer to oversee our approach to stakeholder management and engagement and support others across the organisation to embed this approach in their day-to-day work. <p>Media/PR responsibilities</p> <ul style="list-style-type: none"> • Work with the Communications Officer to implement our media strategy and secure positive coverage for community businesses and Power to Change in national, local, and sector media. • Support colleagues across the organisation to engage with the media and to craft compelling blogs, op-eds, etc., to increase our influence. • Work with the Communications Officer and External Affairs Officer on media scanning, analysis and responsiveness, ensuring that there is a good awareness of the common topics investigated by the media.



	<p>Digital communications responsibilities</p> <ul style="list-style-type: none"> • Be the organisational lead for the website, social media, and content planning, maintaining and developing our content so that it engages our audiences, supports our messaging, and champions accessible, inclusive communications. • Work with the Communications Officer to implement our social media strategy. • Work with the Communications Officer to support colleagues across the organisation in developing digital content and their own professional digital presence in their areas of expertise. <p>Other communication responsibilities</p> <ul style="list-style-type: none"> • Work with our Communications Officer, External Affairs Officer, and other key colleagues to implement our events strategy. • Manage responsive communications and reputational risks, providing advice and guidance to colleagues and the Executive team. • Work with the Insight Manager and Communications Officer on implementing our new narrative-led impact reporting process and identifying potential content for external use through that process.
<p>Organisation responsibilities</p>	<ul style="list-style-type: none"> • Responsible for maintaining oversight and management of budgets and governance for all activities within your remit. • Responsible for oversight in the commissioning and management of contracted partners within your remit. • Represent Power to Change, attending events, monitoring developments, and providing visibility through social media content, blog posts, and analysis. • Working across the organisation to socialise our communications processes, goals, and messaging, particularly as it relates to our refreshed brand and purpose. • Work with the Communications Officer and the Executive Team to support ongoing business development efforts. <p>This job description is issued as a guideline to assist you in your duties, it is not exhaustive. Because of the evolving nature and changing demands of our work this job description may be subject to change. You may, on occasions, be required to undertake additional or other duties within the context of this job description.</p>



PERSON SPECIFICATION**Skills and
experience****Substantial knowledge of:**

- Communications and campaigns.

Substantial experience of:

- Leading and managing communications teams.
- Developing and implementing communications strategies.
- Press and PR.
- Social media and digital comms.
- Events management.
- Campaign strategy and delivery.

The ability to:

- Synthesise and communicate complex information.
- Build partnerships, coalitions and alliances.
- Analyse opportunities, aligning with our strategy.
- Manage projects including budget management.
- Convene diverse groups and facilitate discussions.
- Influence with written and verbal communication.
- Horizon scan, using intelligence to predict trends and forecast opportunities and risks.

With a preference for:

- Building relationships with others internally and externally.
- Collaborating with others across the organisation.
- Reflective practice and adapting to change.
- Networking and connecting with others.
- Knowledge of community business and/or think tank sectors.

