



## Head of Communications & Engagement (Maternity Cover)

### JOB DESCRIPTION AND PERSON SPECIFICATION

- Job title:** Head of Communications & Engagement (maternity cover)
- Contract:** Fixed term contract – 9 months
- Reporting to:** Director of Income & Engagement
- Salary:** £54,068 with 2026/27 annual pay award yet to be agreed, plus 6% contributory employer's pension.
- Holidays:** 27 days' annual leave (pro rata), including four days over the Christmas period when the office is closed.
- Benefits:** Interest-free loan for season ticket or bicycle purchase.
- Hours:** 35 hours per week. Some weekend and out of hours working is essential, for which time off in lieu will be given.
- Based at:** War on Want's head office: 44-48 Shepherdess Walk, London N1 7JP. Hybrid working with a minimum of one day per month in the office, with one day or more per week preferred to coincide with communications team attendance and other key meetings.
- Some travel within the UK and/or overseas may be required.
- Responsible for:** Senior Communications & Engagement Officer, Senior Communications & Content Officer, freelance consultants (as required)
- Deadline for applications:** Monday 27<sup>th</sup> July at 11.00am
- Please note War on Want is interviewing on a rolling basis and reserves the right to close the recruitment process early if a suitable candidate is appointed.
- Interviews:** To be scheduled on a rolling basis.

## **ABOUT WAR ON WANT**

War on Want is a radical charity working in solidarity with grassroots movements around the world to fight the root causes of poverty, inequality and injustice. We campaign against corporate power, economic exploitation and systems of oppression that drive poverty and human rights violations.

Through campaigning, political education and movement building, we mobilise people in the UK to build power and take action in solidarity with communities resisting injustice globally. Our work focuses on challenging political, corporate and economic systems that fuel exploitation, climate breakdown and militarism, and supporting struggles for workers' rights, climate justice, food sovereignty and Palestinian rights. Our two priority public campaigns are a Just Transition to a Global Green New Deal and Justice for Palestinians

We work closely with grassroots partners and social movements internationally and collaborate with a wide range of movements and coalitions in the UK as part of the broader struggle for global justice.

The successful candidate will join War on Want at an exciting time as we roll out our new Strategic Framework 2026-2029. The need for solidarity, action, and positive change is urgent as we work together to resist increasing inequality, human rights abuses, and assaults on hard-won democratic freedoms like the right to free speech, to unionise, and peacefully protest.

## **JOB DESCRIPTION**

The Head of Communications and Engagement leads the development and execution of War on Want's organisational strategic communications plan. In doing so, they contribute to a wide range of shared organisational objectives including campaign, supporter engagement, and income generation priorities.

Working closely with the Income & Engagement Director, and other Departmental or team leads, the successful candidate will further strategic and operational communications to ensure War on Want delivers engaging creative public campaigns, and reaches the right audiences, with the right messages, at the right time to advance its vision and mission. In doing so, they will raise War on Want's profile and make significant contributions to the effectiveness of its campaigns, international partnerships, and global movement building activities.

In addition to providing strategic direction, the Head of Communications and Engagement ensures the proper frameworks, policies, and cross organisational ways of working are in place related to their team's responsibilities. They lead on War on Want's organisational brand, website, and wider online presence, including oversight of multiple social media platforms, supporter engagement, and other key initiatives like media engagement also sitting under their remit.

If you're excited by the chance to lead on organisational communication strategies across multiple audiences to advance a wide range of objectives, then this may be the role for you. You and your team will bring to life complex issues like climate breakdown, Israel's apartheid and genocide of the Palestinian people, workers' rights, and economic injustice. Your skills as a team leader and ability to collaborate with others will deliver compelling storytelling that inspires, mobilises, and delivers impact.

### **Specific areas of responsibility:**

#### **Strategy and Leadership**

- Implement the organisational communications strategy, ensuring communications, relevant platforms, and initiatives are well managed, optimised, and in line with regulatory requirements.
- Ensure communications and engagement strategies complement and advance War on Want's campaigning, international programmes, fundraising, and wider organisational priorities.
- Act as organisational strategic communications advisor at campaign committees and in specialist working groups.
- Champion insight projects and disseminate learnings across the organisation to ensure strategies and approaches are data-informed and responsive to how our audiences engage.
- Develop performance reports for the Council of Management (War on Want's Board of Trustees) and Senior Management Team as required.

### **Enhancing Collaboration**

- Identify, develop, and oversee communication guides, frameworks, and other processes that enable effective cross-team collaboration for communication activities.
- Work with the Heads of International Partnerships and Programmes and The Head of Campaigns to scope, prioritise, and ensure the effective roll-out of external communication priorities.
- Work with the Head of International Partnerships and Programmes and the Head of Campaigns to actively identify ways of enhancing cross-team collaboration.
- Oversee relevant third-party suppliers and/or consultants across relevant platforms, services, and special projects.

### **Team Management**

- Lead the communications team in developing and delivering operational plans that meet team priorities, furthers organisational and campaign objective, and advance War on Want's shared mission.
- Manage two senior communications officers – including team meetings, 121s, objective setting and monitoring, and professional development.
- Guide, coach, and inspire the communications team to deliver their best.
- Manage the team budget, fiscal oversight, and financial controls.

### **Brand & editorial**

- Ensure external communications further War on Want's strategic priorities and enhance its reputation with the UK public, decision makers, international partners, and as an active participant in global justice movements.
- Champion the War on Want brand, develop style guidelines, and ensure consistency across channels.
- Review and approve external communications in line with agreed messaging, brand guidelines, and sign off processes.
- Review and communications approval higher-risk communications, such as Palestine-related content or new topics that could represent organisational risk.
- Evolve existing narrative, positioning, and key messages in line with fast-paced external, strategic and operational change.

### **Website and other platforms**

- Lead the development, management and optimisation of the War on Want website.
- Oversee editorial decisions and ensure content is optimised towards site strategy and other organisational goals.
- Oversee organic social media strategies and social media platform management (Instagram, X, Bluesky, LinkedIn).
- Oversee special projects relating to email marketing, social media optimisation, and other communication channels as required.

### **Media, Press & PR**

- Scope, devise, and roll out a new framework for how War on Want can work to proactively engage the UK media.
- Support War on Want spokespeople ahead of presentations, speeches, and interviews.
- Prove the Council of Management and Senior Management with specialist advise and/or support relating to crisis management as required.

### **General**

- Ensure the projects, processes, and procedures of the communications team comply with War on Want's value and all relevant regulatory or legal obligations.
- Bring curiosity and bring new approaches founded in insight, fun, and innovation.
- Keep up to date with industry trends, developments, and regulations.
- UK travel as required.
- All other duties as required by the Director of Income & Engagement and commensurate with the post.

## **PERSON SPECIFICATION**

### **Essential**

- Proven track record leading, developing and implementing organisational communications strategies.
- Strong knowledge of global rights and justice issues and political alignment with War on Want's vision and mission.
- Significant demonstrable leadership experience with an ability to collaborate across departments towards shared organisational goals.
- Ability to influence, negotiate, and shape projects to advance potentially competing priorities across income, engagement, and campaigning as to deliver the best possible outcomes for an organisation as a whole.
- Demonstrable knowledge of leading and managing a team.
- Knowledge, experience, and expertise managing and optimising digital-first communication strategies, platforms and processes.
- Hand-on and strategic knowledge and expertise of social media, email marketing, and website platforms.
- Understanding of the UK press and media sector, what makes a compelling story for journalists, and how to bring a media strategy to life, ideally working with limited internal press capacity.
- Ability to copy-write, edit, and approve a wide range of materials across complex themes that compliment War on Want activities.
- Ability to shape messaging and communication tactics for audiences with differing perspectives, levels of understanding, and needs to mobilise towards specific aims.
- Experience managing third party suppliers, contractors, and freelance consultants across digital platforms, strategic services, and specialist functions like Press.

### **Desirable**

- Experience working within UK justice movements and knowledge of campaign processes.
- Experience managing communications that focus on sensitive, high-scrutiny, and potentially polarising activities.
- Understanding of supporter engagement, fundraising, and philanthropy, and how these functions may cross over with communications.
- Understanding of working across global themes in ways that are non-extractive, anti-colonial, and empowering.
- Experience of producing and overseeing publications, from leaflets to campaigning publicity materials and major research publications.
- Experience of external representation to influencers, decision makers, funders and key audiences, such as trade unions.
- Knowledge of UK regulatory and legal requirements concerning communications, marketing, and data protection.