



**Safe
Families**



**Home
for Good**

HEAD OF COMMUNICATIONS

INFORMATION PACK

APPLICATION DEADLINE

Sunday 02 March

INTRODUCTION

Thank you for your interest in the Head of Communications post. This information pack outlines the role and provides information about Safe Families and Home for Good and includes:

- An introduction to Safe Families, Home for Good and the National region
- Job Description
- Person Specification
- Essential employment information

As Safe Families and Home for Good we exist to ensure every child has a safe, nurturing home, and every family has the support they need to overcome challenges.

We are a fast growing team of 200+ staff and 5,000+ volunteers offering hope, belonging and support to children, families and care leavers. We do this primarily with and through the local church. Everyday we hear where lives are transformed through someone offering hospitality and belonging, simply being there for someone who needs a friend or family. We are driven

by these acts and the stories that result.

We are looking for people who embody our values to become part of our thriving, innovative team, dedicated to empowering churches and individuals to make a real difference.

We care deeply about this being a place where you can bring your whole self to work and believe that having a loving and supportive work environment is vital to our own ability to belong.

We are passionate about increasing the diversity of our team particularly with respect

to representation from those who have lived experience with the social care system as well as black and minority ethnic groups. We believe that diverse teams are more effective teams.

We are excited you are exploring joining us and we look forward to getting to know you,

Love,



Kat Osborn
Co-CEO Safe Families and Home for Good



Safe Families vision is that no one should feel alone and so Safe Families seek to create relationship and connection for children and their families so that they can thrive. Like Home for Good, Safe Families partner with the church to train and support their members to offer hope and belonging to families.



Home for Good's vision is to find a home for every child who needs one through fostering, adoption and supported lodgings for teenagers. Home for Good works with the Church to inspire and support individuals and families to respond to the needs of children and young people in care, and particularly those who wait the longest for the right home.



NATIONAL TEAM

The Safe Families and Home for Good National Team covers everything that drives Safe Families forward. Communications, Fundraising, Advocacy, Solutions & Systems, Finance, People & Culture and Training - as a team we do everything possible to help provide the best support for children, families and churches

Made up of over 30 people based in offices all over the UK, our team is caring, passionate and talented. We've more than doubled in size in the last couple of years, so there are lots of exciting opportunities for growth!

Our work together is primarily virtual but we make it a priority to meet face-to-face as often as possible to build strong relationships.

MATT JONES

Director of Communications, Advocacy and Fundraising



10,703

Families connected into community



1000

Enquiries into adoption, fostering and supported lodgings in 2024



1,470

Churches and community



24,710

Children supported



5,551

Current volunteers



68

Peer support groups



10,451

Bed nights



Figures accurate as of 1st January 2025





Tam's Story

Tam had 2 young children when she needed to move into temporary accommodation for her and the children's safety. She grew up in care and had no support network but desperately wanted to do the best for her children.

Safe Families were able to put 5 volunteers from 2 local churches around Tam and over a period of 18 months. They all played different roles in helping her gain the confidence she needed to start to thrive.

Peter and Vivienne would help look after the children and became like the grandparents they never had.

Ray and Sue helped Tam find a home and taught her how to look after the garden – they even built a shed together.

Mary would grab shopping for Tam and be someone she could speak to when she needed to connect.

Tam said “They were so supportive. I couldn't ask for more. When you are in a bad place they help make it positive. So you're not on your own.”

WATCH TAM'S STORY

Scan the QR code or visit
safefamilies.uk/tams-story





Matt's* Story

Matt* shares how Home for Good have been part of his family's journey towards adoption.

I remember not long after we were married, a Home for Good speaker came to our church. The message he shared was inspiring, and it touched my heart – I'd wanted to adopt for as long as I could remember. But it didn't feel like the right time for us yet, as we were thinking about having birth children before adopting.

Three birth children later, and we went to a few initial adoption meetings and information sessions, where we were told that we should wait until our birth children were a little bit older – we know now this is pretty common. So, we had to wait for a while.

But when our youngest had reached the age recommended to us, I remembered that speaker at church all those years ago, and decided to call Home for Good. I spoke to a really helpful member of the team, and after some conversation with them they referred us on to Adoption Matters, who they work closely with, and that got the ball rolling.

Home for Good talk about the whole Church having a part to play in showing welcome and care to children and teenagers who have been in care, and our church has been a really brilliant source of support to us.

When we began the process, we shared it with our church family, and we had members of our church praying for us at every step of the way. We had people in our church give references for us. We had members of the church come along to the ceremony when our little girl legally became a member of our family.

We went to Festival Manchester as a family in 2022. We were walking through the field, there were people everywhere. Through the crowd, we spotted someone in a Home for Good t-shirt.

We said hello, and had a conversation, and my wife and kids took a photo with their big Home for Good sign. It felt like a full-circle moment. Way back before we had any children, we met Home for Good and were inspired as they shared about God's heart for family.

Home for Good were our first point of contact when we were ready to begin our adoption journey. And now here was my family, cuddled together inside a Home for Good picture frame, our little girl in the middle of our family picture.

*Name and image changed to protect identity

OVERVIEW OF HEAD OF COMMUNICATIONS

We are seeking a dynamic and experienced Head of Communications to lead our Communications Team at this exciting time as Safe Families and Home for Good continue to maximise the potential of our recent merger to one charity. This role is pivotal in increasing our reach and impact across the UK for children and families by seeking out the best communication channels, language and methods to take us into the future.

Reporting directly to the Director of Communications, Advocacy, and Fundraising, the Head of Communications will provide strategic leadership and oversee the planning, delivery, and evaluation of all communication activities. This includes developing compelling campaigns, taking our digital capabilities to the next level, and ensuring brand consistency across all channels.

As a key leader in our National Team, which encompasses Fundraising and Advocacy, you will work collaboratively across departments, engaging with stakeholders at all levels to amplify our mission and values. With a blend of visionary thinking and hands-on management, you will inspire and empower a talented team of Communications Managers and Leads, ensuring their success in delivering high-quality and impactful work.

This hybrid role, connected to one of our regional offices, offers the flexibility of working 40% in-office and 60% from home. You will also need the capacity for wider travel to meet the demands of this high-profile position.

EMPLOYMENT INFORMATION

JOB TITLE

Head of Communications

LOCATION

National

CONTRACT TYPE

This is a permanent contract. Subject to continued partnership funding.

HOURS OF WORK

Full time or part time considered (37 hours 30 minutes)

START DATE

Apr-25

REPORTS TO

Director of Communications, Fundraising and Advocacy

SALARY

£ 41,065.00 - £ 45,065.00(+£3,000 for London Weighting). Dependent on skills and experience.

HOLIDAY ENTITLEMENT

36 days annual leave allowance (inclusive of bank holidays and Christmas closure), option to purchase additional leave and extra days added to your allowance with length of service. Pro-rated for part time staff.

EMPLOYEE BENEFITS

After three months automatic enrolment into a generous salary sacrifice scheme with Aegon Retirement Choices. YuLife (Life insurance) and access to the employee assistance programme.

PERIOD OF NOTICE

12 weeks notice by either party, following a successful probation period.

ROLE RESPONSIBILITIES

TEAM LEADERSHIP

1. Lead, inspire, and develop a team of Communications Managers (x4) and Leads (x5) across diverse workstreams (e.g., digital, campaigns, content, events and design)
2. Foster a collaborative, learning culture that aligns with the organisation's mission and values.
3. Line manage Communication Managers, providing vision, clear goals, regular feedback, and professional development opportunities.
4. Mentor and develop team members, fostering future leaders within the Communications Team.
5. Champion cross-functional collaboration, ensuring the Communications Team works cohesively with Fundraising and Advocacy teams. As well as the wider organisation.
6. Work with the Director of Communications on the development of Communications Team

STRATEGIC PLANNING

7. Develop and execute the annual communications plan, aligning it with the charity's missions and strategic goals.
8. Oversee the planning, execution, and evaluation of major communication campaigns, ensuring they are impactful, on-brand, and achieve measurable outcomes.
9. Drive innovation by incorporating insights from data analytics, audience research, and sector trends into strategy development.

STAKEHOLDER MANAGEMENT

10. Be part of the Safe Families and Home for Good Leadership Team. Building strong relationships and translating other departmental priorities into the communication plan.
11. Build and maintain strong relationships with key stakeholders, including partner organisations, media contacts, and internal teams.
12. Oversee external-facing materials to ensure they resonate with a range of audiences, including volunteers, donors, church leaders, and community partners.
13. Represent Safe Families and Home for Good at events, conferences, and in media engagements as needed.

ROLE RESPONSIBILITIES

DELIVERY EXCELLENCE

14. Oversee the creation of high-quality content and resources across digital, print, and social platforms, ensuring timely delivery.
15. Drive data-informed decision making by analysing the performance of communication channels and implementing improvements.
16. Oversee the development of supporter journeys, ensuring tailored engagement for different audiences, such as volunteers, financial supporters, and prayer partners.
17. Manage the Communications budget, ensuring resources are allocated effectively to maximise impact.
18. Ensure the team delivers projects within budget, on time, and to agreed-upon standards, coordinating with relevant departments as required.
19. Ensure consistent brand messaging and visual identity across all communication channels.

GENERAL RESPONSIBILITIES

20. Alongside Directors of Communication and Director of Solutions, lead the development and roll out of AI solutions in the Communications Team and beyond.
21. Proactively explore and integrate emerging communication technologies and platforms to enhance the charity's engagement and reach.
22. Ensure all communications reflect the charity's commitment to diversity, equity, and inclusion, resonating with a wide range of audiences across the UK.
23. Take part in team meetings and devotions.
24. To participate in staff conferences, policy and practice development meetings and other relevant meetings as invited.
25. To carry out any other reasonable tasks and activities appropriate to this post as directed by the Director of Communications.

PERSON SPECIFICATION

EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS

	Required	Desirable
Proven experience in a senior communications role within the charity or non-profit sector.	X	
Expertise in strategic planning, team leadership, and project management.	X	
Skilled at managing and aligning efforts across a matrixed team structure, ensuring effective communication and collaboration between managers, their teams, and other departments.	X	
Ability to set and consistently achieve clear objectives and use data insights to track, refine, and consistently achievement team and organisational goals.	X	
Strong understanding of digital marketing, including social media strategy, SEO, and content marketing.	X	
Exceptional written and verbal communication skills, with the ability to adapt tone and messaging for diverse audiences.	X	
Knowledge across the church and charity context. Ability to speak the language of the Church.	X	
Familiarity with CRM and email marketing tools		X
Experience working at large festivals or events.		X
Confident with current generation AI tools.		X
Competence in Adobe Creative Suite and video editing software.		X
Networked in the Charity Comms sector		X
Experience of the Care or Social Work sector.		X

PERSON SPECIFICATION

CHARACTER

	Essential	Desirable
Passion for the vision of Safe Families and Home for Good.	X	
Tenacious and prepared to be adaptable to get the job done.	X	
Able to switch between big picture thinking and attention to detail at pace.	X	
Strong in empathy, able to build wide connections and hold deep relationships.	X	
Able to bring solutions thinking, but comfortable with shared decision making.	X	
A proven leader, able to inspire and empower Communications Managers and their teams to build a cohesive, motivated team culture, balancing the needs of individuals with the overarching goals of the organisation.	X	

FURTHER NOTES

EQUALITY

Safe Families and Home for Good actively encourage applications from Black, Asian and minority ethnic background candidates

SAFEGUARDING

Completion of the recruitment process will involve the candidate being screened through an Enhanced DBS check. A criminal record will not necessarily be a bar to obtaining a position. A copy of our Rehabilitation of Offenders policy statement is available on request from recruitment@safefamilies.uk

If applying for a role in Northern Ireland, the application to AccessNI is governed by the AccessNI Code of practice which can be found [here](#).

OCCUPATIONAL REQUIREMENT

This post has been identified as having an “occupational requirement” under Schedule 9, Part 1, paragraph 1 and 3 of the Equality Act 2010 where it is a requirement that this post be filled by a Christian (currently active and committed to the Christian faith). All candidates must evidence they support the vision and values of the organisation.

APPLICATIONS

To apply please complete the application form via our website prior to the closing date - Sunday 02 March
safefamilies.uk/vacancies

If you would like to discuss this role further please contact **Matt Jones**
mattjones@safefamilies.uk
07891718565
or email recruitment@safefamilies.uk

APPLY NOW



**Safe
Families**



**Home
for Good**

