



**Safe
Families**



**Home
for Good**



COMMUNICATIONS MANAGER – PR AND EVENTS (NATIONAL)

INFORMATION PACK

APPLICATION DEADLINE
Friday 31 October

INTRODUCTION

Thank you for your interest in the Communications Manager - PR and Events (National) post. This information pack outlines the role and provides information about Safe Families and Home for Good.

SEEING CHILDREN & FAMILIES FLOURISH

At Safe Families and Home for Good, we have a vision rooted in hospitality, justice, belonging and collaboration. **Together, we hope for a society where no family feels alone, and every child has a home where they can flourish. We believe the Church is central to this vision.** Through our family support programme, we connect volunteers from local churches and communities with families who are isolated and overwhelmed. These volunteers offer friendship, practical help, and a listening ear – building relationships that restore dignity, reduce pressure, and help families stay together. It's grass-roots, relational, deeply personal and all about creating communities of true welcome and belonging.

At the same time, we walk alongside those exploring fostering, adoption, or supported lodgings - offering guidance, support, connection and advocacy. We want to see more people open their homes to children in care, and more churches equipped to wrap around those who do. Because, when children sadly do need to come into care, they deserve to be welcomed into homes and communities that are safe, stable and full of love.

Alongside delivering practical support, we're committed to systemic change. We take a hopeful, innovative approach, not just calling for change but demonstrating how it can be achieved. By amplifying the voices of children, young people, and families with lived experience we seek to bring transformation to the structures that can lead to families being isolated and children without support. And by



sharing the expertise and knowledge of our teams on the ground through training, courses and resources we ensure all are able to play their part in change.

We believe that deep and lasting transformation can only occur when we collaborate with others and so, through partnering with and equipping local authorities, policymakers, and faith communities, we reimagine what true care and community can look like.

Join us, together we can create a society where no family feels alone, and every child has a home where they can flourish.

Kat Osborn and Tania Bright
Co-CEOs



Our deep-rooted Christian faith is the foundation of our values, so we act with:

HOPE

We believe that change is always possible.

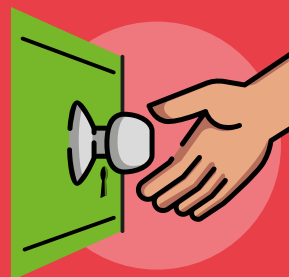
We sit with one another in the messiness of life, holding firmly to an attitude of hopefulness.



COURAGE

We champion justice and advocate for change.

We step into challenging spaces, have difficult conversations, and remain steadfast in uncertainty.



INTEGRITY

We do what we say we will.

We build authentic, transparent, and enduring relationships.



COMPASSION

We love the one in front of us with generosity, dignity and grace.

We seek to ensure everyone is seen, heard, and valued.



TOGETHERNESS

We intentionally choose to work alongside others.

We seek to partner, collaborate, and empower.



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



11,336

Families connected into community



812

Enquiries into adoption, fostering and supported lodgings in 2024



1,481

Churches and community groups



26,109

Children supported



5,361

Current volunteers



68

Peer support groups



10,541

Bed nights



Figures accurate as of 1st August 2025



TAM'S STORY

Tam had 2 young children when she needed to move into temporary accommodation for and her 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



WHEN VOLUNTEERING OPENS NEW DOORS: ANNABEL'S STORY



Annabel and her husband Justin always hoped for a larger family. Their two sons brought them joy, but the feeling that someone was missing lingered, reinforced one day when her youngest said, 'Mummy, I always feel like someone is missing.'

That moment stayed with her. When friends at church shared their fostering experiences and gave them the Home for Good book, Annabel began to wonder if it could be right for them too.

A presentation at her church from Safe Families gave her a way to explore that possibility without committing straight away. After chatting with the team, her family began volunteering.

They were matched with a mum who had two children. For over a year, Annabel's family cared for the baby every other weekend so his mum could rest and spend time with her older daughter. Her sons embraced it, and Annabel built a strong connection with the mum, staying in touch long after formal support ended.

That experience gave them the confidence to take the next step. Annabel and Justin contacted Home for Good and were supported as they trained and became short-term foster carers for babies and toddlers. It suited their family well, and even brought out a nurturing side in their youngest son they hadn't seen before.

'Once we started foster caring,' shared Annabel, 'Home for Good employed their first worker in Wales where we were based. He was such a support to us.'

He helped them connect with a local network of foster carers and adopters, offering encouragement and shared understanding that made a real difference.

After fostering four children, the time came to step back. The experience had left a lasting mark. Annabel is now training as a social worker and continues to speak up for children in care as a Home for Good Church Champion.

OVERVIEW OF COMMUNICATIONS MANAGER – PR AND EVENTS (NATIONAL)

We are looking for a Communications Manager to join our team at this exciting time as Safe Families and Home for Good continue to develop after merging to form one charity, in order to increase our impact across the UK for children and families. By collaborating with the Head of Communications, fellow Communications Managers, and skilled Communications Leads, you take responsibility for leading our PR and Events work streams.

We seek an experienced individual who is passionate about building relationships with the media, generating compelling coverage, and delivering high-quality events that amplify our message. You will excel at line managing talented staff, ensuring their success through clear and supportive leadership. Your collaborative spirit will shine as you work with the entire Comms team and the broader organisation to strengthen how Safe Families and Home for Good engage external audiences through PR and events.

As a vital member of the National Team, which includes Fundraising and Advocacy, you will thrive in a hybrid role (60% office / 40% home) based in any of our regional offices. Flexibility for wider travel is essential to fulfil the demands of this dynamic position.

EMPLOYMENT INFORMATION

JOB TITLE

Communications Manager - PR and Events
(National)

LOCATION

National

CONTRACT TYPE

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

HOURS OF WORK

Part time 0.8 (30 hours)

START DATE

January 2026

REPORTS TO

Head of Communications

SALARY

£28,565 - £31,565 (pro rata FTE 0.8 £22,852 - £25,252) (+£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

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

ROLE RESPONSIBILITIES

PR STRATEGY AND DELIVERY

1. Lead on the development and implementation of the organisational PR strategy.
2. Explore new media engagement and advertising opportunities to increase reach and impact.
3. Develop and deliver a proactive PR activity calendar that aligns with organisational priorities.
4. Manage reactive PR activity, ensuring timely and effective responses to opportunities and challenges.
5. Build and maintain relationships with journalists, media outlets, and other external stakeholders to raise the profile of Safe Families and Home for Good.

TONE OF VOICE AND COPYWRITING

6. Support the Head of Communications in managing and developing the organisational written tone of voice.
7. Develop copywriting expertise within the Comms team, offering guidance and feedback to ensure consistency and quality.
8. Ensure high-quality copy is delivered across PR, events, and other communication channels. Provide support on the reviewing and creation of copy for other Comms projects.
9. Provide line management and direction to the Copy and PR Comms Lead, ensuring clear delegation and professional development.

EVENTS MANAGEMENT

10. Support the Head of Communications in the development of the festivals and events strategy.
11. Lead on the development and delivery of the annual events plan, ensuring it aligns with the wider Comms and organisational strategy.
12. Manage the events budget, setting clear targets and monitoring expenditure.
13. Oversee planning and delivery of festivals, conferences, and other events to ensure excellence in execution.
14. Work with staff and volunteers across the organisation to create engaging and impactful event experiences.
15. Provide line management and direction to the Events Comms Lead, ensuring clear delegation and professional development.

ROLE RESPONSIBILITIES

GENERAL RESPONSIBILITIES

16. Working closely alongside the Head of Communications and other Communication Managers in developing and maintaining the Communications plan.
17. Representing the Communications Team in meetings and wider organisational projects.
18. Take part in team meetings and devotions.
19. To participate in staff conferences, policy and practice development meetings and other relevant meetings as invited.
20. To carry out any other reasonable tasks and activities appropriate to this post as directed by the Director of Communications.

PERSON SPECIFICATION

ESSENTIAL CHARACTERISTICS

1. Passion for the vision of Safe Families and Home for Good.
2. Tenacious and prepared to be adaptable to get the job done.
3. Able to switch between big picture thinking and attention to detail as required.
4. Strong in empathy, able to build connections and relationships well.
5. Able to work in an environment with shared decision making.

REQUIRED EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS

6. Strong people leadership skills, including line management experience.
7. Excellent written communication skills, with the ability to craft compelling copy for PR and events.
8. Experience of developing and implementing PR strategies, including both proactive and reactive media engagement.
9. Experience building relationships with media contacts and securing coverage.
10. Experience planning and delivering successful events.
11. Strong organisational and planning skills: able to coordinate projects and resources, ensuring timely delivery and meeting agreed expectations.
12. Knowledge of the church and charity context, with the ability to speak the language of the Church.

DESIRABLE EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS

13. Leadership and Collaboration: Experience in leading working groups, fostering teamwork, and empowering team members to successfully execute projects and achieve objectives.
14. Experience managing budgets and setting targets.
15. Experience leading working groups and fostering teamwork across departments.
16. Experience managing volunteers at events.

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 - Friday 31 October: safefamilies.uk/vacancies

If you would like to discuss this role further please contact **Sam Colbourn Leach** samcolbournleach@safefamilies.uk or **07436145152** or email recruitment@safefamilies.uk

APPLY NOW



safefamilies.uk | homeforgood.org.uk

Safe Families and Home for Good. Registered Charity in England and Wales No. 1150405 and Registered Charity in Scotland No. SC048207 and Company Limited by Guarantee Registered in England and Wales No. 08134971. The Registered Office is 4 Diamond Court, Kingston Park, Newcastle upon Tyne, NE3 2EN