



COMMUNICATIONS MANAGER (NATIONAL)

INFORMATION PACK

APPLICATION DEADLINE
Sunday 22 February

INTRODUCTION

Thank you for your interest in the Communications Manager (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 grassroots, 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 the charity 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 almost 40 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



**Safe
Families**



**Home
for Good**

11,764

Families connected into community



26,998

Children supported



5,118

Current volunteers

8,149

Enquiries into adoption, fostering and supported lodgings



1,479

Churches and community groups



57

Peer support groups



10,619

Bed nights

Figures accurate as of 1st January 2026





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 (NATIONAL)

We are looking for a Communications Manager to join our talented and passionate team at Home for Good and Safe Families as we seek to expand, improve and strengthen our communications activity across a variety of channels, media and purposes – all with the aim of increasing our reach and impact across the UK for children and families.

By collaborating with the Head of Communications, another Communications Manager, and a team of skilled Communications Leads, you will take responsibility for leading the operational delivery of communications activity. This includes, but is not limited to, coordinating the delivery of our regularly scheduled activity, managing the development and delivery of targeted and effective campaigns in collaboration with a variety of teams and stakeholders, overseeing our festivals and events schedule, and monitoring and improving our core audience engagement journeys.

We seek a tenacious, highly organised and detailed individual who will be able to manage the consistent delivery of a complex schedule of communications activity, coordinate collaborative input across a variety of teams and individuals, and drive continuous improvements to our impact and efficiency through the analysis and reviewing of our channels and activity.

As a vital member of the National Team, which includes Fundraising, Advocacy, People & Culture, Finance, Systems and Training and Resources, 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 (National)

SALARY

£ 28,565.00 - £ 31,565.00

LOCATION

Open to remote working or based at one of our regional offices (Birmingham, Darlington, Dudley, Edinburgh, Leicester, Lincoln, Liverpool, London, Newcastle, Nottingham, Southampton)

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.

CONTRACT TYPE

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

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.

HOURS OF WORK

Full time (37 hours 30 minutes)

PERIOD OF NOTICE

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

START DATE

Apr-26

REPORTS TO

Head of Communications

ROLE RESPONSIBILITIES

CAMPAIGNS

1. Lead communications campaigns (Fundraising, Advocacy, Engagement) across Home for Good and Safe Families, working with stakeholders from across the organisation to understand the needs and requirements, develop an appropriate communications strategy, and see the campaign through to delivery as agreed, utilising our standard campaign planning and delivery framework.
2. Work closely with the Communications Manager and Comms Leads to coordinate production of campaign outputs and delivery of campaign activity across a variety of channels, ensuring timeliness and excellent quality of delivery.
3. Work closely with the Head of Communications and Communications Manager to plan the campaign calendar, ensuring effective allocation of resources, a suitable spread of capacity, and balanced audience targeting.
4. Ensure all campaigns are reviewed and key learnings are recorded and shared appropriately, working closely with campaign owner (if not Comms led).
5. Support the Communications Lead – Digital in the creation of segmented marketing lists using our CRM and web data.

EVENTS MANAGEMENT

6. Alongside the Head of Communications, lead on the development and delivery of the annual events plan, ensuring it aligns with the wider Comms and organisational strategy.
7. Manage the events budget, setting clear targets and supporting the Communications Lead – Festivals and Events in monitoring expenditure.
8. Empower and support the Communications Lead – Festivals and Events in the planning of festivals, conferences, and other events to ensure excellence in execution.
9. Empower the Communications Lead – Festivals and Events as they equip and interact staff and volunteers from across the organisation to support our exhibition presences, creating engaging and impactful event experiences.
10. Provide line management and direction to the Communications Lead – Festivals and Events, ensuring they are equipped to deliver the events plan through clear delegation and professional development.

REGULAR ACTIVITY AND JOURNEYS

11. Coordinate and lead our regular email activity, ensuring that Home for Good and Safe Families are producing high quality email communications for our key groups: general supporters, family support volunteers, financial supporters, prayer partners and advocacy partners.
12. Deliver continuous improvement to our email activity and engagement journeys

through the implementation of regular feedback loops with internal and external stakeholders and effective data analysis.

13. Ensure that our supporter data is collected and managed in such a way that we can contact the right supporters, at the right time, with relevant content.
14. Ensure that key campaigns, organisational activity, and other relevant information is appropriately represented within our regular communication to the relevant audience groups.
15. Support the Head of Communications in managing the annual comms calendar, ensuring that this is an accurate representation of comms activity and that projects, campaigns, events and other initiatives are effectively deployed in line with the plan.
16. Support the Communications Lead – Festivals and Events in their additional work relating to the general activity of the comms team, such as managing our internal ticketing system and monitoring our general email inboxes.

GENERAL RESPONSIBILITIES

17. Working closely alongside the Head of Communications and other Communication Managers in maintaining the Communications plan.
18. Representing the Communications Team in meetings and wider organisational projects.
19. Take part in team meetings and devotions.
20. To participate in staff conferences, policy and practice development meetings and other relevant meetings as invited.
21. To carry out any other reasonable tasks and activities appropriate to this post as directed by the Head 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.
6. An effective problem-solver, able to think creatively and adapt to changing circumstances.

REQUIRED EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS

7. Excellent organisational, administrative and planning skills: able to coordinate projects and resources, ensuring timely delivery and meeting agreed expectations.
8. Proven experience of developing and delivering high-quality multi-channel communications/marketing campaigns.
9. An understanding of the key principles of audience segmentation and targeting.
10. Confident in analysing and interpreting data to guide campaign development and guide decisions during delivery.
11. Strong people leadership skills, including line management experience.
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. Current knowledge of key digital marketing channels, including web, search and social.
14. Experience in leading working groups, fostering teamwork, and empowering team members, and cross-team groups, to successfully execute projects and achieve objectives.
15. Experience of managing budgets and setting targets.
16. Experience of planning and delivering successful events.
17. Experience of 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](#).

APPLICATIONS

To apply please complete the application form via our website prior to the closing date - Sunday 22 February

If you would like to discuss this role further please contact **Sam Colbourn Leach**
samcolbournleach@safefamilies.uk
07436 145152

Interviews are scheduled to take place week commencing 2nd March, but we will endeavour to accommodate candidate's availability.

REASONABLE ADJUSTMENTS

We are committed to making our recruitment process as inclusive as possible, if you need any adjustments or accommodations as you apply, please contact the hiring manager or email recruitment@safefamilies.uk.

START YOUR APPLICATION NOW



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