



JOB DESCRIPTION: Communications Manager

Reports to: Director of Strategy and Development

Location: Remote with occasional travel required

An exciting new chapter

Roots is merging with its sister organisation, Rekindle, to become **Rekindle Collective**, bringing our teams, ideas and experience together as we enter an exciting new chapter. This is a great time to join us as we shape how the new organisation tells its story, connects with its audiences and builds its influence.

Rekindle Collective is looking for a Communications Manager to lead how we tell our story, engage our audiences and build our influence.

Role Purpose

The Communications Manager will lead Rekindle Collective's communications, shaping how we tell our story, engage our audiences and build our influence.

You will develop and deliver a communications strategy that reflects Rekindle Collective's values and ambitions, ensuring that our programmes, learning, ideas and impact are communicated clearly, creatively and with purpose. You will bring an activist energy to the role, using communications as a tool to challenge narratives, amplify voices that are too often unheard and contribute to wider conversations about inequality, education, participation, community, culture and social change. You will help us reach new audiences, strengthen our public profile and ensure that the voices and experiences of the communities we work alongside are visible and influential.

This is both a strategic and hands-on role. You will be responsible for setting the direction of our communications while also developing content, managing campaigns and overseeing our digital channels and external communications.

As a key guardian of Rekindle Collective's public voice and identity, you will ensure consistency across our communications while continually looking for new and creative ways to engage people with our work, provoke thinking and inspire action.

Key Responsibilities

Communications Strategy and Planning

- Develop and deliver Rekindle Collective's communications strategy, aligned with our organisational strategy and Theory of Change.
- Develop annual and campaign-specific communications plans, identifying key audiences, messages, opportunities and channels.
- Work closely with the senior leadership and programme teams to identify opportunities to communicate our work, learning and impact.
- Ensure communications are purposeful, audience-led and contribute to Rekindle Collective's wider organisational goals.
- Keep abreast of developments, opportunities and conversations across the sectors in which Rekindle Collective works, identifying opportunities to raise our profile and influence.

Content and Storytelling

- Lead the development of compelling, accessible and values-led content across Rekindle Collective's communications channels.
- Write and edit a range of materials, including website content, newsletters, social media, case studies, reports, campaign materials and organisational communications.
- Work with programme teams and communities to identify and develop stories that demonstrate the change Rekindle Collective is contributing to.
- Ensure that lived experience, community knowledge and young people's voices are represented ethically, respectfully and meaningfully.
- Translate complex ideas, learning and evidence into clear and engaging communications for different audiences.
- Develop communications that move beyond describing what we do to demonstrate what changes, what becomes possible and why it matters.

Digital and Audience Engagement

- Oversee Rekindle Collective's website, social media and digital communications, ensuring content is engaging, accessible and consistent.
- Develop and manage audience engagement strategies across different platforms.
- Use audience insight, analytics and feedback to understand what is reaching people and where there are opportunities to grow.
- Develop and maintain an effective content calendar and communications workflow.
- Identify opportunities to reach new and underrepresented audiences and strengthen relationships with existing ones.

Campaigns, Advocacy and Influence

- Lead communications campaigns that support Rekindle Collective's programmes, priorities and advocacy.
- Work with colleagues to amplify learning and evidence from our programmes and contribute to wider sector conversations.
- Support the organisation to communicate its positions, ideas and learning confidently in national conversations.
- Identify opportunities for media coverage, thought leadership, partnerships and other forms of external engagement.
- Support senior leaders and colleagues to develop their public voice and profile where appropriate.
- Help position Rekindle Collective as a distinctive and credible voice on the issues that matter to our work.

Brand, Voice and Identity

- Act as guardian of Rekindle Collective's brand, tone of voice and visual identity.
- Develop and maintain clear communications guidelines and ensure consistency across the organisation.
- Support colleagues to communicate confidently and consistently on behalf of Rekindle Collective.
- Ensure all communications reflect our values, including our commitment to equity, compassion, critical thinking, participation and community power.
- Work with designers, photographers, filmmakers, freelancers and other creative partners where appropriate.

Internal Collaboration

- Build strong working relationships across Rekindle Collective, particularly with programme, learning, development and leadership teams.
- Establish effective processes for gathering stories, content, data and learning from across the organisation.
- Support colleagues to understand the role communications can play in engaging audiences, demonstrating impact and influencing change.
- Contribute communications expertise to organisational planning, programme development and major projects.

Monitoring and Evaluation

- Develop appropriate measures for assessing the reach, quality and effectiveness of Rekindle Collective's communications.
- Monitor audience engagement, digital performance and campaign outcomes.

- Use data, insight and feedback to continually improve communications.
- Capture and share learning about what enables Rekindle Collective to communicate effectively with different audiences.

Person Specification

Essential Experience

- Significant experience working in communications, marketing, media, journalism or a related field.
- Experience developing and delivering communications strategies and campaigns.
- Strong experience creating and editing content for a range of audiences and channels.
- Experience managing digital communications and social media.
- Experience managing and developing websites, including content management and SEO. Some experience with HTML/CSS coding would be desirable.
- Experience developing communications that demonstrate impact and engage audiences with complex ideas or issues.
- Experience working collaboratively across teams and managing multiple projects and priorities.
- Experience commissioning or managing external creative support, such as designers, photographers, filmmakers or freelancers.

Skills and Knowledge

- Excellent written and verbal communication skills, with the ability to adapt tone and messaging for different audiences.
- Strong editorial judgement and an instinct for what makes a compelling story.
- Excellent understanding of digital communications, social media and audience engagement.
- Ability to develop communications strategies while also being confident delivering content yourself.
- Strong project management and organisational skills.
- Ability to interpret data and audience insight and use it to inform communications.
- Understanding of brand development and maintaining a consistent organisational voice.
- Ability to work sensitively and ethically with personal stories, lived experience and community voices.
- Strong interpersonal skills and the ability to build trusted relationships with colleagues and external partners.

Desirable

- Experience working within the arts, education, youth, community or social justice sectors.

- Experience of communications in an organisation seeking to influence public policy, practice or culture.
- Experience of media relations and securing positive media coverage.
- Experience supporting senior leaders with thought leadership or public communications.
- Experience working with young people and/or communities to develop participatory communications.
- Experience managing staff, freelancers or creative agencies.

How To Apply

Please submit your CV and either a one-page cover letter or a short video (maximum 3 minutes) telling us why you're interested in the role, what you would bring to Rekindle Collective and what excites you about using communications as a tool for change to [**info@rekindlecollective.org**](mailto:info@rekindlecollective.org)

If you choose to send a video, it doesn't need to be professionally produced. A simple recording on your phone is absolutely fine.

Closing date: 16 October 2026

Equal opportunities

Rekindle Collective is committed to equality, diversity and inclusion. We welcome applications from people of all backgrounds and particularly encourage applications from people whose voices and experiences are underrepresented in our sector.