



**Job Title:** Communications & Engagement Lead

**Based:** Remote with occasional UK travel

**Reporting to:** Head of Fundraising & Engagement

**Hours:** 35 hours per week (very occasional weekend or evening work may be required)

**Salary:** £40,000 to £45,000 per annum

### **Purpose of the Role**

To manage and deliver the Veterans' Foundation's external communications, ensuring clear, consistent and high-quality messaging across all public-facing activity. The role will support fundraising through effective marketing, media, social and events, helping to strengthen visibility, engagement and brand coherence.

The Veterans' Foundation is entering its second decade with a clear ambition to strengthen its visibility, reputation and reach across the UK. As the organisation grows, there is an increasing need for clear, consistent and well-managed communications that reflect the impact of its work and support its external profile.

This role sits within that transition, supporting the development of a more consistent and coordinated approach to communications. The Communications & Engagement Lead will help ensure that messaging, content and external visibility are clear, coherent and delivered to a high standard.

### **Principal Duties**

The main duties of the Communications & Engagement Lead are:

- To plan and deliver external communications activity across media, social media, digital channels and events
- To support the development and consistent application of the organisation's brand, ensuring clarity of messaging, tone and visual identity
- To support fundraising campaigns through effective communication, content, events and amplification
- To identify and support media, PR and event opportunities that increase visibility and strengthen the organisation's external profile
- To oversee the creation of content across channels, ensuring quality, consistency and alignment with brand guidelines
- To work with external agencies and suppliers, including briefing and coordinating delivery of communications activity



- To coordinate communications and events activity across VF teams to ensure alignment and avoid duplication or inconsistency
- To support the planning and delivery of organisational events, ensuring communications, messaging and audience engagement are effectively managed
- To monitor the performance of communications activity and use insight to inform improvements
- To ensure communications activity is delivered in line with organisational policies, regulatory requirements and reputational considerations
- To contribute to the development of a more structured and proactive communications approach across the organisation

Other tasks may be required from time to time consistent with the job role.

### **Person Specification**

The successful candidate will demonstrate:

- Experience in communications, marketing, media or PR roles with responsibility for delivering external communications activity
- Experience supporting the development and consistent application of brand across communications and channels
- Experience working across media, PR, social media and/or digital content
- Experience working with external agencies or partners to deliver communications activity
- Experience supporting or delivering communications for events, including promotion and audience engagement
- Strong understanding of how different channels perform and how to use them effectively
- Experience of planning and coordinating communications activity across teams or stakeholders
- Strong written communication skills and ability to develop clear, engaging and appropriate messaging
- Good judgement and awareness of reputational considerations in external communications
- Ability to manage multiple priorities and deliver work in a fast-moving organisation
- A collaborative approach and ability to work effectively across teams

### **To Apply**

Please send your CV and a short supporting statement outlining a specific communications activity you have led, including the outcomes achieved and how engagement was improved.

The closing date for applications is 5.00pm on 19th May 2026.



*We will review applications as they are received and reserve the right to close this vacancy early if a suitable candidate is identified.*