

Job Title	Senior Comms Lead	Pay Band:	Senior Staff/Specialist
Reports to	Head of Income and People	Pay Tier	5.0-5.3
Occupational Requirement(s):	Active Christian Faith	Status:	Permanent
DBS Requirement:	Basic Check	Work pattern:	37.5 hours
Job Purpose	To lead and deliver a strategic communications function that raises the profile of inHope, deepens supporter engagement, and increases income through proactive and effective media engagement, storytelling, and brand leadership.		
Outcomes			
<ul style="list-style-type: none"> • Increased public awareness of inHope’s work across Bristol and beyond • Strong, consistent and compelling brand presence across all channels • Increased media coverage (local, regional, and national where appropriate) • Growth in supporter engagement, trust, and income through communications • Clear and impactful storytelling that communicates the difference inHope makes • Digital platforms that effectively engage diverse audiences and inspire meaningful support for inHope’s mission 			
Outputs			
<ul style="list-style-type: none"> • Annual communications and media strategy aligned with fundraising and organisational priorities, across digital, print and in-person communications. • Regular, high-quality media coverage and press engagement • Integrated communications campaigns supporting fundraising and service delivery • High-performing digital platforms (website, email, social media) • Compelling content including case studies, photography, video and publications 			
Key Tasks			
<ul style="list-style-type: none"> • Strategic communications Leadership <ul style="list-style-type: none"> ○ Develop and deliver a comprehensive communications and media strategy aligned with inHope’s mission and fundraising objectives ○ Act as the lead advisor on communications across the organisation, influencing senior leaders and teams ○ Ensure consistency of messaging, tone and brand across all communications ○ Monitor and evaluate communications performance, using insights to improve impact • Media and Public Relations <ul style="list-style-type: none"> ○ Develop and implement a proactive media engagement strategy ○ Build and maintain strong relationships with local, regional and relevant national media ○ Identify and secure media opportunities, including press coverage, interviews, features and campaigns ○ Act as a key point of contact for press enquiries and manage media responses ○ Prepare spokespeople (including senior leaders) for media engagement ○ Write and distribute press releases, statements and media briefings ○ Manage reputational risk and support crisis communications where required 			

Key Tasks Ctd.

- **Content and Story Telling**
 - Oversee the creation of compelling, sensitive and impactful stories from clients, staff and volunteers
 - Ensure storytelling reflects dignity, respect and Christian values
 - Lead on high-quality content production across written, visual and digital formats
 - Develop campaigns that communicate impact and inspire support
- **Digital Communications**
 - Oversee and develop inHope's digital presence including website, email marketing and social media
 - Ensure digital platforms are effective in engaging audiences and driving income
 - Innovate in digital communications, including peer-to-peer fundraising and online campaigns
- **Brand and Marketing**
 - Act as guardian of the inHope brand, ensuring consistency across all outputs
 - Lead on the marketing of fundraising campaigns, events and key initiatives
 - Develop marketing materials and oversee design and production
- **General Duties**
 - Work collaboratively with Income and People Team and across the inHope Staff Team.
 - Christian pastoral care for colleagues within inHope
 - To participate in, and sometimes lead, tasks and other activities that further the work of inHope from time to time.

Key Attributes

Person Statement: An experienced and strategic communications professional with a passion for storytelling and media engagement, and a clear sense of God's calling to use your skills within a Christian ministry. You will be confident operating at both strategic and operational levels, able to build relationships with media and stakeholders, and motivated to see lives transformed through effective communication of inHope's work.

Essential Attributes

- Strong experience in communications, PR, or media relations
- Proven track record of securing media coverage and managing press relationships
- Excellent written and verbal communication skills, including press writing
- Ability to develop and deliver communications strategies
- Experience of managing multiple channels (digital, print, media)
- Strong interpersonal skills and ability to influence stakeholders
- Ability to manage workload, prioritise effectively and meet deadlines
- High level of digital literacy (social media, CMS, email platforms, CRM systems)
- Alignment with inHope's Christian ethos and values

Desirable

- Experience in the charity or faith-based sector
- Experience of crisis communications
- Photography, video or multimedia skills
- Established media contacts (particularly local/regional)

Key Relationships**Team(s):**

- Income and People Team
- Work collaboratively with inHope's Head of Services and Team Leaders.

Primary Relationships

- Line managed by Head of Income and People
- Works closely with service managers to capture and communicate impact
- Builds relationships with media outlets, journalists and PR networks
- Engages with donors, supporters, churches and partner organisations
- Collaborates with external agencies (design, media, production) as required
- Supports and works alongside volunteers