

Head of Communications



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Lusiana lives in a community vulnerable to climate change in Fiji. The disaster preparedness and response planning in her village has been inclusive.



CBM UK

www.cbmun.org.uk 0800 567 7000

Charity Registration No 1058162 (England & Wales) SCO41101 (Scotland)

Working with a supportive, flexible employer

Thank you for your interest in joining the CBM UK team.

We are committed to promoting diversity, equity, and inclusion in all that we do. We are accredited as a Disability Confident Employer, a Living Wage Employer, a "We Show the Salary" Employer, and a supporter of the Age-Friendly Employer Pledge. These recognitions reflect our dedication to creating a fair, inclusive, and supportive workplace for everyone.

If you need any support or reasonable adjustments during the recruitment process, please don't hesitate to contact us at [email us](#).

At CBM UK, you would be joining a very supportive and collaborative community, working with a friendly team who are incredibly passionate about their work. The wellbeing of our team is central to how we work. We encourage a healthy work-life balance, offering hybrid working up to 50% working from home. Part of what makes our organisation special is the collaborative culture we've cultivated, which relies on spending quality time together in the workplace, which enables the opportunity to build the strong relationships that are core to our team dynamic.

Our team benefit from excellent personal development opportunities and we can offer the chance to undertake fully paid training or study where appropriate.

CBM UK's main office is in central Cambridge. We have a wonderful and accessible modern office building which is located nearby to Stourbridge Common and the River Cam.

Respect and compassion are at the heart of all that we do, and this reflects in our culture. We are an organisation based on Christian values, welcoming staff of all faiths and none. It's the basis of why we do what we do, striving to build a just and equitable world in which all people are included, loved, valued, and respected. We do not proselytise, and we work with partners of all faiths and none, according to the greatest need.

Who we are

For over 115 years, CBM has been transforming lives around the world. We work with local partners, making sure people with disabilities in some of the world's poorest communities have access to healthcare, education and a future when they can thrive. And when a disaster strikes, we're there providing emergency relief and support to people with disabilities and helping communities recover and rebuild.

With 42 UK staff, we're part of a Global Federation working in 26 countries. This is a truly exciting time to join us as we embark on an ambitious new strategy, as we fight to end the cycle of poverty and disability.

Our Vision & Values

Our vision is an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

We Champion Inclusion

We challenge discrimination and embrace diversity. We work with people of all faiths and none and we strive to build a just and equitable world in which all people are included, loved, valued and respected.

We Strive for Justice

We challenge injustice and equip others to exercise their rights. We serve with compassion those in greatest need, regardless of race, gender, age or religious belief.

We Pursue Excellence

We creatively innovate and pursue continual improvement so that we can maximise our impact and bring about tangible change in the lives of those others leave behind.

We Embrace Partnership

We can achieve more when we work with others. We learn together with our partners, communicate respectfully and honestly, and we value everyone's unique contribution.

We Live with Integrity

We live responsibly and with honesty.



About the role

Place of work	1 Munro House, Mercers Row, Cambridge, CB5 8HY With up to 50% working from home option
Starting salary	£52,950 to £55,080 dependent on experience
Contract type	37.5 hours per week full time. Up to 80% part-time hours would be considered
Reports to	Director of Fundraising, Impact & Communications
Direct reports	1 x Communications Manager

The Head of Communications at CBM UK is a crucial role, with responsibility for increasing the profile of CBM UK to enable the organisation to deliver its strategic objectives. This role has tactical and long-term strategic decision-making responsibility.

The post-holder is responsible for the development and implementation of the requisite communications plans, policies and procedures that are required to deliver CBM UK's 2026-2030 strategy. Key areas of responsibility include developing brand definition, messaging and presentation; delivering increased media coverage; acting as a spokesperson; and strengthening organisation-wide communications by producing high quality content and through demonstrating evidence of our impact.

Key responsibilities

Strategic (20%)

- To develop CBM UK's strategic communications objectives and annual plans to enable CBM UK teams to deliver the 2026-2030 strategy.
- Improve brand definition, messaging and presentation to ensure CBM UK's work and positioning is communicated effectively to target audiences.
- Develop and implement clear communications policies and procedures for CBM staff to follow in order to successfully and cohesively represent the CBM brand.
- Ensure that the voices of people with disabilities are at the heart of CBM UK communications.

Communications and networking (60%)

External

- Oversee and deliver media relations activity to meet CBM UK's objectives. Develop effective working relationships with target media, respond promptly to queries (sometimes out-of-hours). Prepare, issue and 'sell in' press releases, ensuring key messages are prominent and act as an organisational media spokesperson. Monitor relevant media coverage to increase effectiveness of activity.
- Lead and manage the Communications team to deliver communications activity to increase fundraising and advocacy potential from public and sector audiences. This includes responsibility for delivering campaigns, publications, social media posts, blogs and website pages as needed, and acting as an event spokesperson. Content sign-off authority within agreed parameters.
- Collaborating with the Advocacy and Programmes teams to ensure outputs, evidence and messages are widely disseminated and communicated.

- d. Oversee the management and development of the CBM UK website(s) to ensure that it reflects the work, values and mission of CBM UK and that it inspires a range of audiences to take action.
- e. Be an outstanding advocate for CBM, delivering communications in line with the vision and values of the charity.
- f. Awareness and anticipation of trends and legislation in charity communications, enabling CBM UK to respond and adapt as appropriate.
- g. In the event of a humanitarian crisis, contribute to developing an emergency appeal.

Internal

- a. Work with CBM UK and global colleagues and partners to ensure appropriate resources are available. This includes oversight of the collection of human-interest stories, images and film that portray people with dignity and respect, while challenging the stigma and misunderstanding around disability and global poverty.
- b. Oversee the implementation of the CBM UK Sector Communications Strategy through attending regular meetings and collaboration with Programme and Advocacy teams. To manage the Communications Team to deliver the communications-led activities outlined in the strategy and ensure advocacy and evidence messaging and outputs are effectively communicated.
- c. Build excellent working relationships with the CEO and Board.
- d. Regularly review, update and provide training to CBM UK staff on the Crisis Communications Media Plan and be a member of the Crisis Communications Management Team.
- e. Help increase CBM UK's network of high-profile supporters to support fundraising and advocacy: maintain prospects spreadsheet, research contact details and background details, prepare briefs.
- f. Support fundraising and advocacy teams to increase CBM UK's network of high-profile supporters.

Leadership and people management (10%)

- a. Support and inspire direct report in line with CBM UK's staff management policies and procedures. Ensure team members are appropriately trained, briefed and motivated to achieve their objectives and meet targets and recruit to posts where relevant. Regular 121s and appraisal reviews.
- b. Serve as a member of the Senior Management Team

Planning, reporting, budgets (10%)

- a. Develop and report on key performance indicators, milestones and targets to facilitate informed decisions and improved working practice.
- b. Plan and manage budgets to ensure funds are used to maximum effect.
- c. Work with the Data and Insights Team to ensure appropriate recording of communications activity through the database (Salesforce) or through integration with other databases and platforms.

Other

- a. Work with other teams, including the CBM Global Federation, to maximise collaboration opportunities and integrated working.
- b. Help develop a culture of enthusiasm, continual improvement and success which reflects the ambitions of CBM UK.
- c. Occasional out of normal office working hours. Occasional travel in the UK and internationally.
- d. Other duties as required by the Director of Fundraising, Impact & Communications.

Person specification

	Essential/ Desirable
Experience and knowledge	
Experience leading/managing a communications or media team, delivering successful and impactful communications with finite resources	Essential
Developing strategic communication objectives; implementation of plans and budgets; reporting/forecasting against them	Essential
Demonstrable experience securing media coverage	Essential
Understanding of brand communications and key message development.	Essential
Experience using digital channels to enhance brand and communications	Essential
Understanding of organisational and reputational risk in relation to media work and social media, and of crisis management	Essential
Experience acting as a spokesperson	Essential
Experience building relationships with high profile individuals	Essential
Proven track record maximising staff productivity and motivation levels	Essential
Experience of working in a developing country context and/or in the development sector	Desirable
Knowledge of disability and international development issues	Desirable
Skills/competencies/personal qualities	
Confident, persuasive and friendly manner, able to build strong relationships, network, negotiate and influence at high levels. Able to act with tact and diplomacy. A people person.	Essential
Outstanding verbal and written communications. Able to inspire and write compelling content. Excellent journalistic skills and news sense. Excellent English language skills.	Essential
Tactical and strategic communications skills. Understanding of a wide range of effective communication tools and techniques.	Essential
Intellectual curiosity to understand and simplify complex arguments within international development.	Essential
Robust, 'can-do' attitude that thrives on challenges. Target driven.	Essential
Willingness and ability to travel independently.	Essential
Sympathetic to Christian values, and able to work within actively Christian settings, with an understanding of those settings	Essential
Adept in use of MS Office	Desirable
Qualifications, training, and education	
Education to degree level or equivalent level of relevant experience	Essential
Professional communications diploma level qualification (eg CIPR) or in International Development	Desirable
Member of Charity Comms, CIM or CIPR or similar professional association	Desirable

Employee Benefits

- Agile working for all staff members which includes options for flexible working hours and up to 50% working from home for most roles.
- Wonderful modern offices, which are fully accessible.
- All full-time employees are entitled to 25 days' holiday per year in addition to UK public holidays.
- Option to buy extra annual leave.
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We encourage staff to further their skills and careers and, where appropriate, may support access to study and training opportunities.
- Competitive salaries within the sector. We regularly review salaries to attract, develop, motivate and retain the appropriate calibre of employees.
- We offer a generous pension plan with employer contribution of up to 5%. With the option of salary exchange.
- Group Life Insurance for all employees, which is equivalent to 2 x your annual salary.
- Yu-Life (employee wellbeing app).
- Our Wellbeing Working Group actively supports mental health and wellbeing in the office. We also offer a free Lifestyle Counselling Helpline & Online Support Service
- Bike to work scheme.

Diversity and Safeguarding

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual.

CBM UK aims to ensure that all staff, volunteers, supporters, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race, including colour, nationality, ethnicity, or national origin, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

All roles within CBM UK are required to actively respect, support and promote the safeguarding of all children and adults who come in contact with our organisation, including our beneficiaries, partners, staff and volunteers, ensuring policies and procedures are followed and observed at all times.

Employment Checks

We are unable to provide sponsorship for this post. All offers of employment are made subject to proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and three references satisfactory to CBM UK and a DBS Check.

Use of Curriculum Vitae

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such your CV should be accompanied by a completed application.

Shortlisting and Interviews

All applications are subject to our shortlisting process. If you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

How to apply

More information about CBM can be found by visiting our [website](#). We are happy to answer any questions you may have. Please [email](#) our Recruitment Team or call us on 01223 484700.

Application forms can be [downloaded from our website](#). Please email your completed form and Curriculum Vitae to recruitment@cbmuk.org.uk

Closing date for the receipt of applications is 9am on Monday 23rd June 2025. Interviews are likely to be held week commencing 30th June 2025.

We look forward to receiving your application.

