Job Description

Position:	Communications and Engagement Manager
Department/Service:	Core Team
Hours of Work:	37 hours per week (subject to the Four Day Week scheme following 6 months in post)
Leave:	25 Days per annum plus Bank Holidays
Location:	Norwich, with occasional Norfolk-wide travel
Salary:	£35,000 - £38,000 per annum (depending on experience)
Application Deadline:	14th December 2026
Interviews:	Week commencing 21st December

Our vision is of vibrant and strong communities where everybody can live independent, safe and happy lives.

Purpose: You'll lead how Future Projects is seen, heard and understood in this strategic role, working across the whole charity. Going beyond conventional marketing duties, your strategic input will strengthen our brand, voice, visibility, engagement, innovation and ability to tell the story of our impact.

Building on our strategic planning and brand identity work, you'll develop communication strategies that help our staff tell our story with confidence so that our audiences always understand our mission. You'll bring clear messaging and the brand's tone of voice to slide decks, PR materials, service information, campaign assets, web and social content, and creation of impact stories.

The role will support the Future Radio team in developing the station as a distinctive charity asset: promoting the station, strengthening its audience and profile, and using its media platform to support community voice, storytelling, skills, reach and the profile of the whole charity.

The role will also strengthen community engagement and feedback mechanisms so that people and communities help shape our services, communications, partnerships and wider influence.

Context: Future Projects delivers community services across food and essentials, advice and guidance, health and wellbeing, employment, education, learning and skills, and community connection.

Our strategic planning and identity work have shown that Future Projects is trusted, grounded and highly valued, but that the full scale, quality and breadth of our work is not always visible or clearly understood. As we grow, communications and engagement need to become part of how the whole charity works, with clear leadership, consistent tools and confident staff practice.

Person Specification: You will be a skilled media, communications or engagement professional who wants your work to matter. You will be able to lead communications across a varied charity, turning complex services, human stories and strategic ambition into clear, honest and compelling communications.

You will understand that good communications do more than raise your profile. They build trust, improve access, support fundraising, influence systems, help staff feel connected and show people the life-changing

difference our charity makes. You will be creative, practical and confident leading others, with sound judgement around reputation, consent, safeguarding, GDPR and sensitive stories.

Essential criteria include:

- Strong experience in communications, marketing, media, engagement, brand or a closely related field.
- Excellent writing and editing skills, with the ability to produce clear content for different audiences, purposes and channels.
- Experience developing communications plans, campaigns, content, messaging, organisational materials or brand assets.
- Experience translating strategy, identity or complex service information into practical tools, guidance, templates and staff-facing materials.
- Strong understanding of digital communications, websites, social media, audience development, accessibility and content planning.
- Ability to tell powerful stories of impact while applying strict consent, GDPR, safeguarding, confidentiality and dignity standards.
- Ability to support, guide and train colleagues so communications become embedded in everyday practice across an organisation.
- Strong relationship skills and credibility with staff, senior leaders, partners, communities, funders, commissioners, supporters and media contacts.
- Clear commitment to Future Projects' mission to tackle poverty, deprivation and disadvantage.

Strong applications will evidence the following:

- Experience in the charity, voluntary, public-service, education, media or social-impact sector.
- Experience leading or supporting brand, verbal identity, tone of voice or communications change work.
- Experience using communications to support fundraising, commissioning, business case development or strategic partnerships.
- Experience of line management, supervision, innovation or helping colleagues improve communications practice.
- Understanding of community media, radio, podcasting, video, local journalism or participatory storytelling.
- Experience involving communities, service users or lived experience in communications, engagement, service design or influencing work.

About Future Projects:

Future Projects is a charity founded in 2000 by two volunteers who were frustrated by the social exclusion, poverty and lack of support available in their local community. They recognised that the issues people faced on their Norwich housing estate, one of the most deprived in the UK, could not be resolved by addressing one problem at a time in isolation.

They worked with the local community to understand its needs and ambitions and developed projects in youth work, education, media and advice. Today, we help people in difficult situations build on their strengths and capabilities and develop the skills, confidence and resilience to take control and transform their lives.

We do this through practical support and opportunities spanning food and essentials, community support, health and wellbeing, employment, education, learning and skills, and community connection, voice and belonging.

Detailed duties and responsibilities:

Key Deliverable 1) Brand, verbal identity and internal communications: develop a clear Future Projects voice and help staff use it confidently across the whole charity.

- Lead the rollout of Future Projects' brand, verbal identity and messaging across the charity.
- Translate strategy and identity work into usable guidance, templates, slide decks, key messages, internal resources and staff training materials.
- Help move the charity from separate service identities towards one clear organisational story, while building on the strengths of individual services.
- Improve internal communications, so staff understand the charity's mission, services, priorities, changes and direction.
- Support and train staff and managers to communicate consistently, confidently and honestly, using agreed messages, brand guidance and appropriate tools.

Key Deliverable 2) Marketing, PR and external profile: identify strategic opportunities to make Future Projects more visible, accessible and understood by the people, partners, funders and supporters we need to reach.

- Develop and deliver a focused communications and marketing plan linked to the charity's strategy, missions, audiences and growth ambitions.
- Oversee website content, social media, newsletters, press activity, printed materials, service promotion, campaigns and event communications.
- Create and maintain high-quality PR materials, presentation decks, service flyers, stakeholder briefings and campaign assets.
- Build Future Projects' external presence with communities, partners, funders, commissioners, businesses, local media and supporters.
- Use digital tools, innovation and audience insight to improve reach, accessibility, consistency and engagement.

Key Deliverable 3) Future Radio and media development: support the development of Future Radio as a distinctive media, communications and engagement asset for the charity and the communities it serves.

- Work with the Future Radio team, providing strategic communications expertise, while respecting the station's operational, regulatory and community broadcasting requirements.
- Help promote Future Radio, grow its profile and connect its value more clearly to Future Projects' wider mission, public presence and strategic ambitions.

- Identify opportunities for radio, podcasts, interviews, digital content and local media work to support service visibility, community voice, partnership work and impact storytelling.
- Help the station tell its own story more clearly, including its role in skills development, participation, volunteering, confidence building and community connection.
- Work with the Station Manager and relevant leads so Future Radio's messaging, partnerships, content opportunities and audience development support the wider charity without weakening the station's own identity.

Key Deliverable 4) Community engagement, voice and participation: help the charity listen well, understand communities and use that insight to shape services, communications and influence.

- Develop practical approaches to community engagement, listening and participation with service users, residents, volunteers, families, partners and local stakeholders.
- Support teams to gather and use community insight and lived experience ethically, safely and accessibly.
- Help ensure communications and service development are informed by what people and communities say matters to them.
- Support engagement activity linked to neighbourhood work, place-based partnerships, community regeneration and local networks where relevant.
- Champion community voice in campaigns, partnership work and system-influencing activity, ensuring it is grounded in real insight and not tokenistic.

Key Deliverable 5) Impact storytelling, supporter and funder communications: show what Future Projects' work means in human terms and help others understand, fund, support or partner with the charity.

- Work with the Quality and Impact Manager, Funding team and service leads to turn outcomes, data, feedback, learning and case studies into clear stories of change.
- Produce impact stories, reports, web content, presentations and materials that explain what Future Projects does, why it matters and how others can help.
- Support funding applications, business cases, commissioner engagement and partnership development with strong narrative, evidence and service insight where appropriate.
- Develop and maintain strict GDPR-compliant consent arrangements for service-user voice, photography, filming, audio, interviews, quotes and storytelling.
- Help staff and managers communicate impact in ways that are honest, practical and compelling, without overstating or simplifying complex work.

Other

- Undertake any other duties reasonably required and commensurate with the role, including providing flexible communications, media or engagement support during periods of organisational change, service development, events or significant public activity.

This Job Description is intended to provide a broad outline of the main duties and responsibilities only. It is not exhaustive and is subject to review in conjunction with the postholder and according to future changes or developments in the charity and its services.

Job environment:

This is a cross-organisational leadership role within the Core Team. It requires regular work with senior leaders, service and project leads, Future Radio, delivery teams and central functions. The role will involve office and service-site working, attendance at partner or media meetings and occasional travel across Norfolk. Some flexibility may be required around campaigns, events, deadlines, launches or periods of organisational change.

Supervision:

The postholder will be managed by and report to the Head of Funding, Partnerships and Impact and will be subject to regular performance reviews and support sessions.

Line Management Responsibility:

The role may line manage communications staff if such roles are created. Volunteers remain primarily managed within the relevant services, projects or delivery areas, not by this post.

Health and Safety/Safeguarding:

The postholder must comply with policies and procedures relating to health and safety, security, confidentiality, data protection and safeguarding adults and children. Because the role may involve gathering stories, photographs, video, audio, interviews and personal testimony, the postholder must apply strong professional judgement around consent, dignity, safeguarding, confidentiality and safe use of information.

Future Projects is committed to safeguarding children and at-risk adults and expects all staff and volunteers to share that commitment. Our primary concern is always the safety and wellbeing of children and vulnerable adults.

Future Projects will provide induction and training, including Health and Safety and Safeguarding, and will make external training available as required. All employees must complete training and refreshers as directed to ensure compliance with our procedures.

Data Protection, GDPR and Consent:

The postholder must ensure communications activity complies with UK GDPR, the Data Protection Act 2018 and organisational policy. Stories, quotes, photographs, films, audio, interviews and personal testimony must only be gathered and used with clear, recorded and informed consent, with extra care where children, at-risk adults, safeguarding, health, hardship or other sensitive circumstances are involved. Consent must be specific, voluntary, reviewable and withdrawable, and materials must be stored, shared and retained safely.

Equalities:

The postholder must actively support and promote equity, diversity, inclusion and belonging. In this role, that includes ensuring communications are accessible, inclusive, respectful and person-centred, and that community voice and lived experience are represented with dignity and care.

Future Projects is an equal opportunities employer, a Living Wage employer and a Disability Confident employer; more information is available on request.

Pre-employment checks:

Appointment is subject to satisfactory checks completed before start, including proof of identity and right to work in the UK, two references including the current or most recent manager, verification of stated qualifications or experience and any DBS check appropriate to the duties of the role. Employment gaps will be discussed at interview. A criminal record does not automatically bar appointment; decisions are made case by case in line with legislation.

Applicant instructions:

- Complete the application form in full. Explain any gaps in employment; incomplete applications may not be shortlisted.
- Tailor your answers. Use the person specification and key deliverables to structure your application, using clear and outcome-focused examples where appropriate.
- References. Provide two referees, one of whom must be your current or most recent line manager. We will not contact referees without your consent or before interview or outcome.
- Reasonable adjustments. Tell us if you need adjustments for the application or interview; we are happy to help.
- Submission. Follow the advert instructions for the deadline, submission route and file format. CVs are not accepted without a completed application form unless the advert states otherwise.
- Data. We will handle your information in line with our recruitment privacy notice and data-protection requirements.