

Job Description & Person Specification

Position: Head of Communications and Content

Reports To: Director of Marketing & Communications

Levelling Framework: 2A

Salary Range: £60,012 - £66,681

Contract: Permanent

Hours Per week: 35

Our Values and Behaviours

To act in accordance with “Our Values and Behaviours” at all times when delivering your role, ensuring that “Kindness”, “Respect”, “Belonging”, and “Empowerment” are fundamental to your behaviour.

Kindness We create an environment where everyone can thrive. Our behaviours: Empathy – We understand diverse perspectives and experiences. Compassion – We are considerate of others and are generous with our time. Supportive – We build and maintain positive relationships. 	Respect We respect people's human rights and act with integrity. Our behaviours: Dignity – We value and respect people, recognising their right to choice. Integrity – We do the right thing even though no one may be watching. Fairness – We treat others how we would wish to be treated ourselves. 	Belonging We pride ourselves on being a Norwood Family. Our behaviours: Trust – We build a safe environment for people to flourish. Inclusivity – We value difference and celebrate diverse voices. Collaboration – We connect with others to form a positive community. 	Empowerment We enable people to reach their potential. Our behaviours: Accountability – We make a positive impact and get things done, owning our actions and decisions. Innovation – We encourage people to be curious. Ambition – We strive for success in everything we do. 
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In addition to undertaking the accountabilities as outlined below, the post holder will be expected to fully adhere to all Norwood policies and procedures which are referenced in the employment contract and Norwood's intranet.

Role Summary

The Head of Communications and Content will lead the development and delivery of a compelling, integrated communications approach that raises awareness, builds trust, and deepens engagement with the people we support, partners, funders and the wider public. The role places a strong emphasis on digital communications and content, ensuring our website, social and email channels drive meaningful engagement, support income generation, and improve access to our services. Alongside this, the role will oversee media relations and PR activity to strengthen Norwood's profile and reputation.

The role brings together strategic oversight and hands-on leadership across digital communications, content and media relations, ensuring a consistent and powerful voice across all channels. The role will play a critical part in strengthening Norwood's profile and impact, while building a more coordinated and proactive approach to communications. Excellent writing skills are a prerequisite for success in this role.

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The ideal candidate will combine both digital and media/PR expertise, with strong digital experience essential. We welcome applications from candidates who are stronger in one area, supported by a developing team to ensure the right balance of skills.

Key Accountabilities

Strategic communications

1. Lead the development and delivery of Norwood's integrated communications and content strategy, aligned to organisational priorities and growth ambitions.
2. Ensure communications supports key organisational objectives including service visibility, fundraising, partnerships and influencing activity.
3. Provide expert advice to the Director of Marketing and Communications, and Senior Leadership Team, on communications, messaging and reputational issues.
4. Establish clear KPIs and use insight and analytics to evaluate impact and drive continuous improvement in engagement across channels.
5. Work closely with fundraising and services teams to align communications with income generation and service delivery goals.

Media relations and external affairs

6. Lead proactive and reactive media relations and PR activity, developing strong relationships with journalists, to build Norwood's profile across relevant media.
7. Craft compelling stories that showcase impact while positioning Norwood as a trusted voice in neurodevelopmental disability and social care, through proactive commentary and thought leadership.
8. Oversee crisis communications and reputation management, ensuring a calm, consistent and timely response.
9. Support the development of a more coordinated and planned approach to public affairs and policy engagement, including relationships with MPs, policymakers and sector partners. This area is developing and will evolve over time, working closely with the Director of Marketing and Communications, and Senior Leadership Team.

Digital and channel oversight

10. Lead and evolve Norwood's digital communications, with particular focus on improving the performance of our website, social media and email marketing as primary engagement and conversion channels.
11. Develop and deliver an integrated content strategy that aligns with organisational priorities, strengthens Norwood's brand, and connects PR, storytelling and digital content into a cohesive, multi-channel approach.
12. Ensure all digital channels are audience-led, accessible and insight-driven, with a clear focus on engagement, conversion and retention.
13. Drive continuous improvement in digital performance through the use of data, analytics and user insight, using this to optimise content, campaigns and user journeys.
14. Oversee the planning and delivery of content across channels, ensuring consistency, quality and impact.

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Editorial

15. Excellent writing skills across a range of media and formats with the ability to tailor effective messaging to different audience needs.
16. Lead the editorial development and delivery of key external publications and content, including where necessary drafting content for materials such as supporter magazines, impact reports, and major appeals, and drafting speeches for events.
17. Develop key promotional and campaign ideas in line with our brand creative platform and ensure consistency in visual expression and message.
18. Ensure all content and case studies meet high standards of accuracy, consistency and brand alignment through robust editing, proofreading and content approval processes.
19. Support internal communications including developing strategy, collaborating with HR, and advising on messaging and channel mix for communicating corporate priorities and updates.

Team leadership and collaboration

20. Lead, develop and inspire a high-performing communications and content team, providing effective and supportive line management.
21. Foster a collaborative, creative and insight-driven culture that continually seeks to grow our reach, income and impact.
22. Manage external agencies and suppliers where required.
23. Coordinate the planning and scheduling of campaigns and activities across the Marketing and Communications team.
24. To undertake any other duties that may occasionally be required including attendance at events.

Person Specification

	Essential	Desirable	Evidence
Qualification(s)	Degree educated or a similar qualification	Business or other relevant degree; Evidence of on-going professional development e.g. CIPR, CIM	Cover Letter / CV / Onboarding

Experience	• Significant senior-level experience in communications either within the charity sector or with clearly transferrable skills and experience from other sectors • Proven track record of leading integrated communications, with strong experience in digital communications, content strategy and channel performance, alongside media/PR • Experience shaping and delivering high-impact media strategies and securing coverage either directly or through collaboration with internal teams or agencies • Strong understanding of digital channels, audience engagement and content performance • Ability to develop campaign and promotional ideas in line with brand creative platform • Experience supporting		CV / Interview / Onboarding
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	organisational reputation and managing sensitive issues • Confidence in the use of AI tools to develop, schedule and deliver materials and content • Experience in overseeing internal communications and improving staff engagement		
Personal Qualities & Attributes	• Passionate about Norwood's mission and the communities it serves • Collaborative, values-driven and inclusive leadership style • Resilient and confident operating in a fast-paced environment • A strong team player, willing to adapt and support wider marketing and communications priorities as needed • Approachable, with strong self-awareness and an understanding of others • Highly organised, with the ability to	Able to work at Norwood HQ for a minimum three days per week	Cover Letter / CV / Interview

	prioritise and manage time effectively • Positive, proactive, and solutions-focused with a can-do attitude		
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All roles require a DBS check and satisfactory clearance under Norwood's safer recruitment policies. We are committed to safeguarding the wellbeing of our people and maintaining a respectful, safe environment.

This job description is not exhaustive and may be updated as accountabilities evolve.