

## **Job Title: Communications and Campaigns Manager**

**Reporting to – Chief Executive**

**This is a permanent full-time role, home based with regular UK wide travel**

**Salary - £29,000 - £32,000 dependant on experience**

**Closing Date – midnight 6<sup>th</sup> July 2025**

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### **The Role**

This is a key role supporting the NFF team to amplify the experience of flooded people and the work of the National Flood Forum. We're looking for a proactive and people-focused **Communications & Campaigns Manager** to join our team. This role will support national campaigns, amplify our key messages and activity across regions, platforms and stakeholders. You will be a key contact and will help us tell powerful stories about flooding and flooded people.

### **Responsibilities**

#### **Strategic Communications & Storytelling**

- Translate community activity and project work into compelling stories and campaigns that raise the voices of those affected by flooding.
- Contribute creative ideas to grow awareness of the National Flood Forum's work and impact.
- Adapt messages to resonate with a variety of audiences, including policymakers, partners, media, and communities.

#### **Content Creation & Digital Media**

- Create engaging digital and written content, including newsletters, blogs, website content, case studies, and social media posts.
- Support and build on the development of the NFF's website
- Drive integrated campaign work by aligning digital, press, and stakeholder communications.
- Identify and utilise external opportunities (e.g. climate events, flooding anniversaries, policy milestones) to share relevant content.
- Create a bank of case studies to highlight the issues flooded people face.

## **Campaigns & Public Engagement**

- Co-ordinate campaign timelines and content plans to support campaigns
- Report on the performance and reach of campaigns and support the wider team in evaluating impact.
- Organise, devise, attend and support events—online and in person—helping regional teams share their work effectively.

## **Media & External Relations**

- Identify and cultivate relationships with the media, write press releases and media materials and identify case studies or spokespeople.
- Build strong working relationships with community flood groups to help them share their stories in the media.
- Monitor media coverage and engage with media opportunities aligned with NFF's mission.

## **Internal Communications & Capacity Building**

- Work with the leader team to manage the internal communications and support staff with templates, messaging guidance, and digital tools.
- Produce and distribute the internal newsletter, gathering updates and impact stories from teams and regional staff.
- Support staff and volunteers with communications training and briefings to build confidence and skills.

## **Knowledge Management & Brand Consistency**

- Keep internal communication and campaign assets up to date.
- Feed insights from staff and communities into the improvement of communication tools and templates.
- Work to ensure consistent branding and accessibility across all channels.

## **Day-to-Day Activities**

- You will create content for a variety of audiences and stakeholders in a number of different formats
- Working with colleagues you will drive forward and support social media management
- You will work with the team to help shape and deliver campaigns on the issues that matter most to flooded people
- You will support the development of the NFF's website & support digital updates
- You will be the main point of contact for local and national media and public relations
- You will carry out Internal Communications

- You will carry out Monitoring & Evaluation activity to ensure campaigns are effective and impactful
- You will ensure that all communications meet any regulatory and compliance requirements

### **Skills & Knowledge**

- **Communication:** Writing to a range of different audiences including the media, online, political and internal staff teams. Expertise in building relationships,
- **Story telling:** Outstanding story telling skills bringing to life the lived experience of flooded people.
- **Stakeholder Management:** Expertise in partnership working and managing stakeholders.
- **Empathy:** Ability to empathise with flooded individuals and communities.
- **Organisation:** Highly organised, flexible, and capable of senior leadership.
- **Collaboration:** Team player with a solution-focused mindset.
- **Experience:** Relevant degree or equivalent experience.

### **How This Role Contributes to Our Strategy**

- **Raising the NFF profile:** Ensuring the work of the NFF and the experience of flooded people is amplified.
- **Partnerships:** Developing strong relationships with partner organisations.
- **Collaboration:** Fostering a collaborative approach within the organisation.

### **To apply for this role -**

Please send a CV (maximum 2 sides)

A supporting statement (maximum 2 sides) demonstrating how you meet the requirements.

Please complete the equal opportunities form via this

link <https://forms.gle/azbqv3yT54JwcsW59>

Send to Jean Timmins, - jean.timmins@floodforum.org.uk