

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 5th September 2025****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. The successful applicant will develop and deliver national campaigns, ensure our messages reach the right audiences and manage activity across multiple platforms. The vision and creativity to tell powerful stories about flooding and its devastating impact on individuals, communities and economies is essential, as is the ability to manage internal and external stakeholders with tact, sensitivity and authority.

Responsibilities**Strategic Communications & Storytelling**

- Translating community activity and project work into compelling stories and campaigns that amplify the voices of those affected by flooding.
- Contributing creative ideas to increase awareness of an organisation's work and impact.
- Tailoring messaging to diverse audiences including policymakers, partners, media, and communities.

Campaigns & Public Engagement

- Developing and delivering successful multi-channel communications campaigns
Evaluating campaign and communications effectiveness and reach
- Organising, planning and supporting online and in person events.

Content Creation & Digital Media

- Creating engaging digital and written content, including newsletters, blogs, website content, case studies, and social media posts.
- Supporting the development of the NFF's website
- Driving integrated campaign work aligning digital, press, and stakeholder communications.
- Identifying and exploiting external opportunities to promote the NFF and its important work.
- Creating a bank of case studies to highlight the issues flooded people face.

Media & External Relations

- Cultivating productive relationships with the media and creating compelling media materials including press releases and case studies
- Building strong relationships with community flood groups to support them to share their stories in the media.
- Monitoring media coverage and leveraging media opportunities aligned with NFF's mission.

Internal Communications & Capacity Building

- Production of our internal communications and supporting staff with templates, messaging guidance, and digital tools.
- Production and distribution of our internal newsletter, gathering updates and impact stories from teams and regional staff.
- Supporting staff and volunteers with communications training and briefings to build confidence and skills.

Knowledge Management & Brand Consistency

- Keeping internal communication and campaign assets up to date.
- Using insights from staff and communities to improve communication tools and templates.
- Working to ensure consistent branding and accessibility across all channels.

Skills & Knowledge

- **Communication: Proven ability to write effectively for diverse audiences, including media, online platforms, political stakeholders, and internal teams. Skilled in building and maintaining strong relationships.**
- **Strategy: A track record of developing and delivering highly effective communications strategy and leading proactive and reactive engagement across a range of issues**
- **Storytelling: Outstanding storytelling skills that vividly bring to life the lived experiences.**
- **Stakeholder Management: Strong influencing skills and a track record of building strong and productive working relationships with a diverse range of stakeholders.**
- **Empathy: Strong ability to empathise with individuals and communities impacted by flooding.**
- **Organisation: Highly organised, flexible, and capable of operating at a senior leadership level.**
- **Collaboration: A collaborative team player with a solution-focused approach.**

- **Experience: Relevant degree and a minimum of five years' experience in the field.**

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) in pdf format

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

Please complete the equal opportunities form via this link

<https://forms.gle/qwHLEUAQFvvpJGbP8>

Send to Jean Timmins : jean.timmins@floodforum.org.uk