

Work for **LANCASHIRE WOMEN**

Registered Charity: 1100976

**Job Title:
Communications & Campaigns
Manager**

**Closing Date:
Wednesday 24th June**



Who We Are

Lancashire Women are a leading charity with the core vision of creating a Lancashire where all women are valued and treated as equals.

With over four decades of experience, Lancashire Women work from our mainly women centres to provide safe, dedicated space for women across the county. We bring together a number of services under one roof- all designed to support women who at any one time may be dealing with a range of issues including: social isolation and exclusion, homelessness, poverty, mental ill-health, or offending behaviour.

Our services are available to all women, but in particular we work with those who find themselves in situations which can increase their vulnerability or place them at significant risk of harm - and who are often facing multiple and complex needs.

Our delivery draws upon three decades of practical experience in supporting women, and is an approach recognised nationally for its effectiveness and impact.



Our Values

We believe our values need to be translated from the ideals we profess into tangible behaviours which can be operationalised and measured. This way, our teams know and understand how best we can achieve the outcomes and change for the women we work with. Our commitment is to ensure everyone in LW knows and understand the part they have to play and how they can bring our values into their work.

Empower

We work to build on the strengths that all women & girls have, so that they can become more confident; especially in controlling their own life and claiming their rights.

Non-judgemental

We accept each woman exactly as they are and genuinely make no moral judgement about their situation.

Creative

Creative in our approach to supporting women & girls and seeking solutions with them for the challenges.

Collaborative

We know we learn more and can achieve more when we work together.

Honest

We try to be real with all the women & girls we work with so they can have choices about their lives, knowing that they will need courage to make changes that will benefit them and those around them.

About This Role

Job Title: Communications & Campaigns Manager

Reporting to: Head of Commercial Development & Engagement

Salary: SP34 £36,968 per annum, pro rata

Hours: 30 - 37 hours per week

Location: Lancashire

Contract: Permanent

Overview

We're looking for a strategic, creative and driven Communications and Campaigns Manager to play a pivotal role in raising the profile, influence and income of Lancashire Women.

Working closely with the Head of Commercial Development & Engagement as a trusted partner, you will lead the development and delivery of high-impact communications and campaigns that build awareness, shape public narrative and unlock new opportunities for growth.

You'll bring a strong understanding of how communications can drive change - combining compelling storytelling with insight-led campaigns to amplify the voices of women in Lancashire, influence stakeholders and support income generation. From thought leadership and media engagement to integrated campaigns and organisational messaging, you will help position Lancashire Women as a leading voice on the issues that matter.

With significant experience in communications, marketing or related roles, you'll bring a track record of delivering impactful work and the confidence to operate at a senior level. Above all, you'll share our mission and be motivated to use communications as a tool for social change - helping us grow our reach, strengthen our voice and expand support for the women we serve.

Roles & Responsibilities

Strategic communications leadership

- Lead the development and delivery of an integrated communications and campaigns strategy aligned with organisational and income-generation objectives.
- Identify opportunities to elevate Lancashire Women's profile at local, regional and national levels.
- Provide advice and support to SLT & Programme Managers on external messaging, organisational positioning and how to increase the reach & impact of communications.
- Shape and embed a clear organisational narrative and voice, ensuring consistency across all outputs.
- Create project plans, manage timelines, budgets, third-party suppliers or freelancers, and deliver projects on time and in scope.
- Oversee the strategic use of digital channels (including SEO and paid media) to maximise reach, visibility and engagement across campaigns and communications activity.

Campaigns, advocacy and thought leadership

- Lead the creation and delivery of high-impact, insight-led campaigns that support both awareness and fundraising objectives.
- Develop campaigns that connect lived experience with public narrative change, influencing stakeholders, funders and partners.
- Drive thought leadership, including reports, opinion pieces, and sector commentary.
- Coordinate media, PR and public affairs activity, building strong relationships with press and key influencers.
- Position Lancashire Women as a trusted voice on issues affecting women and girls.

Content, storytelling and brand

- Lead the development of high-quality, strategic content across channels (digital, print and media), ensuring consistency, clarity and impact.
- Draft, edit and oversee the production of compelling communications materials, including press releases, op-eds, reports, case studies, fundraising content, newsletters and web copy.
- Ensure Lancashire Women's impact and lived experience are translated into powerful, ethical and audience-focused storytelling that supports both influence and fundraising.
- Ensure the Lancashire Women website is effectively managed and continuously developed as a key communications platform, maintaining up-to-date, accessible and brand-aligned content.

- Act as brand guardian, maintaining consistency of tone, messaging and visual identity across all communications.
- Commission and manage external suppliers and freelancers (e.g. designers, agencies, videographers) to deliver high-quality content outputs.
- Ensure all communications and campaigns comply with regulatory frameworks, brand guidelines, data protection requirements and sector best practice.

Stakeholder engagement

External

- Identify, develop and maintain relevant partnerships with civic, media, community, and advocacy organisations to extend reach and impact.
- Act as one of Lancashire Women's media spokespeople; cultivate and curate media relationships locally and regionally.
- Position Lancashire Women as a trusted voice and partner via proactive content, media presence and events.
- Build and manage relationships with external partners and suppliers (e.g. printers, videographers etc) to support communications and campaign delivery.

Internal

- Work closely with fundraising colleagues to align communications and income generation activity, strengthening brand-led growth and contributing to proposals, cases for support & partnership messaging.
- Act as an active member of the organisation's management structure, contributing communications insight to support organisational decision-making and delivery.
- Build strong working relationships across teams to ensure communications activity is aligned, coordinated and adds value across programmes and services.
- Manage staff and volunteers involved in marketing as and when required.
- Provide marketing guidance and training where required for staff and volunteers, covering key processes and ideation guidelines.

Monitoring, evaluation and insight

- Monitor key communications, campaign and brand performance KPIs (e.g. media coverage, campaign reach, stakeholder engagement).
- Analyse performance data and campaign outcomes to produce insights and learning briefs for SLT.
- Proactively identify new opportunities, trends, or emerging issues to be addressed through messaging or campaigns.

General Requirements

- Continually seek to advance own professional skills and the business as a whole, identifying opportunities and areas for improvement.
- Act as Lancashire Women brand ambassador.
- Use CRM systems to ensure efficient analysis and storage of information.
- Adhere to and keep up to date with GDPR regulations, information security policies and procedures and relevant practitioner codes of conduct.
- Ensure that standards of health and safety are maintained.
- Work flexibly as and when required and to support other team members as needed.
- Uphold the policies and ethos of Lancashire Women at all times.
- Carry out such other duties as may be required in line with the nature of the post.

This job description is not intended to be exhaustive. The post-holder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the post holder) subject to the needs of the service, and in keeping with the general profile of the post.

Person Specification

In the supporting evidence of your application form, you must demonstrate your experiences by giving specific examples for the criteria within the person specification.

Qualifications		
1.1	Degree in communications, public relations, marketing, journalism or equivalent	Desirable
1.2	Professional qualification e.g. CIM, CIPR, PRCA or equivalent	Desirable
Past Duties		
2.1	5+ years of experience in communications, campaigns, marketing or related roles	Essential
2.2	Proven track record of developing and delivering successful campaigns or advocacy initiatives	Essential
2.3	Using communications to support organisational growth, influence or income generation	Essential
2.4	Working with media, PR and external stakeholders, including securing coverage	Essential
2.5	Managing multiple projects with competing priorities, timelines and budgets	Essential
2.6	Producing high-quality content for diverse audiences across a range of channels (digital, print and media)	Essential

2.7	Managing or overseeing external suppliers, contractors or creatives	Essential
2.8	Working in the charity / not-for-profit sector	Desirable
2.9	Working on gender equality, social justice or women-centred issues	Desirable
Skills & Knowledge		
3.1	Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences and platforms	Essential
3.2	Strong strategic thinking and planning skills, with the ability to translate organisational objectives into effective communications activity	Essential
3.3	Ability to develop compelling narratives, campaigns and storytelling that influence and engage key audiences	Essential
3.4	Ability to analyse campaign and communications performance using data and insight tools	Essential
3.5	Strong stakeholder management skills, with the ability to build relationships and influence at a senior level	Essential
3.6	Strong working knowledge of digital platforms including social media, content management systems (e.g. WordPress) and email marketing tools (e.g. Mailchimp)	Essential
3.7	Excellent IT skills, including proficient use of Microsoft Office and creative tools such as Canva or Adobe Creative Suite	Essential
3.8	Understanding of video and multimedia content creation	Desirable
3.9	Working knowledge of SEO and paid digital advertising (e.g. Google Ads, Meta)	Desirable
3.10	Knowledge of policy issues related to poverty and social injustice, with an understanding of how they impact women specifically	Desirable
3.11	Understanding of communications compliance, including data protection (GDPR) and charity sector standards	Desirable
Personal Attributes		
4.1	Strategic, proactive and highly organised, with the ability to prioritise and focus on high-impact activity	Essential
4.2	Creative thinker with excellent judgement and a strong instinct for storytelling	Essential
4.3	Collaborative team player, able to work across teams and functions	Essential
4.4	Resilient and adaptable, able to operate effectively in a fast-paced and evolving environment	Essential
4.5	Ability to handle sensitive topics with care, empathy, and professionalism	Essential
4.6	Strong alignment with the values and mission of Lancashire Women	Essential
4.7	Willingness to work some evenings/weekend hours (when required)	Essential
4.8	Full UK driving licence with access to own transport	Essential

Employee benefits include:

- A chance to work in a rewarding, ethical and agile environment where every day you are making a genuine difference to the lives of women and girls across Lancashire.
- Employer Pension Scheme.
- Wellbeing support.
- Access to range of support services such as money advice etc.
- Flexible working/work life balance.
- Access to a healthcare plan.
- Birthday day off every year.
- Childcare vouchers/ salary sacrifice.
- An opportunity to work in an Organisation where you are truly valued and integral to our every day operations.
- Be involved in an organisation which puts service users and co design at the centre of all we do.

What our team think:

- *'I began to volunteer and immediately felt at home. I changed my study plans and applied for the role.'*
- *'I joined as a volunteer which opened the opportunity for a paid role. I wanted to be part of the support LW offers to make the difference in society, and have not looked back. LW offers great flexibility and home work life balance.'*
- *'I had heard about LW so many times and not once was there a negative comment. This prompted me to see what they were about and i must say i am not disappointed.'*
- *'Team work is the core. We are supportive of each other, pro-active and work well together'*

Apply now!

<https://lancashirewomen.org/about-us/careers>

To apply, please complete our application form - [Recruitment – Application Form.](#)

Got a question about this role? Please email us at:

recruitment@lancashirewomen.org

Closing Date: Thursday 25th June

Interview Date: Monday 13th July



Help make a difference to the lives of women across Lancashire.