

# Communications manager

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## Part-time, freelance role

**Contract:** 3 months (initially)

**Days:** 2 days per week

**Rate:** £225/day

**Location:** Remote (occasional travel for meetings may be required)

**Start date:** February 2026

**Application deadline:** 17 December 2025 (1pm)

**Interviews:** January 2026

### About the Fatherhood Institute

The Fatherhood Institute is the UK's leading charity focusing on fathers and fatherhood. We work to build a society that supports men to be the fathers they want to be – for the benefit of children, mothers, families, and communities.

Through high-quality research, policy advocacy, and practical programmes, we champion father-inclusive practice across health, education, and family services, and influence national debate around gender equality in parenting and care.

We are at an exciting phase of our development as an organisation, and are looking for a **Communications manager** who will play a central role in amplifying our voice — making sure our research reaches the audiences who can make change happen: policymakers, practitioners, journalists, funders, and families.

### Purpose of the role

To lead and deliver all aspects of our communications activity, ensuring our messaging is strategic, consistent, and impactful.

This role combines strategic oversight with hands-on content creation — from shaping campaigns and developing evidence-based resources for different audiences, to managing social media and engaging with press.

We aim to be inclusive in recruitment of our staff team, trustees, freelancers and associates. We are looking for someone with lived experience of the issues our organisation addresses, and a commitment to social justice. We celebrate difference and encourage everyone to join us, and be themselves at work.

## Key responsibilities

### Strategy and planning

- Develop and implement a communications strategy aligned with the Institute's policy, research, and programme objectives.
- Manage the Fatherhood Institute's brand and ensure consistent messaging across all channels.
- Work with the Deputy CEO and SMT to identify opportunities for storytelling, influence, and profile-raising.
- Help us extend our reach with policymakers, professionals and the public, through existing and new channels (e.g. Youtube, Bluesky, TikTok).

### Content creation

- Write, edit, and publish compelling content for web, newsletters, blogs, reports, and social media.
- Translate complex research findings into accessible, engaging narratives for a range of audiences.
- Develop creative assets (graphics, visuals, short videos) to support campaigns and launches.

### Digital and social media

- Manage and grow the Fatherhood Institute's website and e-newsletters (both on Wix) and social media channels (LinkedIn, Instagram, Facebook).
- Plan and deliver digital campaigns, and use analytics to evaluate reach and engagement, and refine strategy.

### Media and PR

- Build relationships with journalists, commentators, and sector press to promote the Institute's work.
- Draft and distribute press releases, op-eds, and media briefings.
- Support the CEO and spokespeople with media preparation and reactive responses.

### Internal and stakeholder communications

- Ensure consistent, timely communication with funders, partners, and collaborators.
- Support internal messaging to keep the small team informed and aligned.

## Monitoring and evaluation

- Track communications performance and report regularly to the Deputy CEO.
- Use data and feedback to strengthen the Institute's communication and influence.

## Person specification

### Essential

- Proven experience in a communications, media, or marketing role (charity, think tank, or policy organisation preferred).
- Excellent written and verbal communication skills, with the ability to craft clear, engaging copy for different audiences.
- Confident in managing websites and social media channels.
- Strong organisational and project management skills.
- Ability to work independently, take initiative, and prioritise effectively in a small, remote team.
- Commitment to gender equality and an interest in issues affecting fathers, families, and children.

### Desirable

- Experience in policy communications or advocacy.
- Skills in web platform Wix and design tools (e.g., Canva, Adobe Express) and video editing.
- Understanding of UK media and charity sector audiences.
- Experience supporting fundraising or partnership communications.

## What we offer

- A flexible, collaborative, and values-driven working environment.
- The opportunity to shape communications at a leading national voice for father-inclusive policy and practice.
- Flexible, home-based working.
- £225/day, two days per week, for an initial 3-month period.
- After this there is potential for an extension, funding permitting.

## How to apply

Send a CV (up to 2 pages) and a covering letter outlining your interest and how you fit the role, to Jeremy Davies  
[j.davies@fatherhoodinstitute.org](mailto:j.davies@fatherhoodinstitute.org). Deadline: 1pm, 17 December 2025.