

COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER



Carers deserve to be identified valued and celebrated for what they do and it is our purpose to support them.



COMMUNICATIONS AND COMMUNITY ENGAGEMENT MANAGER

Closing date: 5pm Monday 3 November 2025

Interviews: Wednesday 12 or 19 November

Location: Kingston upon Thames with some hybrid working

Working hours: Part-time (21 hours per week)

Salary: circa £20,540 for 21 hours per week

Pension: 4% matched

Holiday entitlement: 25 days pa plus statutory holidays (pro rata)

Responsible to: CEO

About Kingston Carers' Network (KCN)

Kingston Carers' Network (KCN) is an independent charity providing information, advice, advocacy and support to unpaid carers of all ages who are caring for someone with an illness, disability or substance misuse problem.

This is an exciting time to be joining KCN. Having celebrated our 30th anniversary last year, we are about to launch a refreshed organisational strategy alongside a new brand identity.

Communications and community engagement will play a key role in meeting the ambitions of our strategy over the next five years: from helping us identify and reach more carers, through to growing our network of community partners and supporters.

OUR VISION, MISSION AND VALUES

KCN's vision is a future where unpaid carers are recognised, valued, and enabled to live and care well.

Our mission is to provide tailored information, advice and support to unpaid carers, advocating for better local services that meet their needs.

Values

Everything we do is driven by the following values:

Compassion: We bring an empathetic and caring approach to our work and ensure that carers are treated with compassion and care by others.

Authenticity: We stand with carers and use our independence and lived experience to challenge injustice and champion carers' rights.

Representation: We are proactive in putting unpaid carers at the heart of our decision-making so that carers' diverse perspectives are seen, heard and shape our services.

Expertise: We recognise carers as experts in their loved ones' needs, bringing innovation to our services through co-production and listening and learning from feedback

Relationships: We build and strengthen peer support and community.



HEAR FROM OUR CARERS

**My Daddy cannot see
So he can easily be stung by a bee
I like to help him do small things
Like stopping the bus and reading him the
book Fing
Even though being blind is not fair
It makes me happy to show him that I care**

Young carer, aged 5

I continue to support my daughter. She herself has become a carer for her boyfriend who has become part of our family. I now have a dual role, I care for and peer support my daughter as a mental health survivor and I also use my carer experience to mentor her in her caring role.

It makes me very proud that I can pass on the kindness and understanding that helped me to support her look after someone else.

It's not just that KCN improved my life as a carer. I would say KCN saved my life and enabled me to save the lives of my daughter, her boyfriend and our whole family. I feel so grateful and passionate about this that I have become an advocate for mental health survivors, their carers and neurodivergent people in crisis so that I can reflect back something of what I received.

PURPOSE OF THE ROLE

The role will focus on implementing KCN's communications strategy which centres on the following four objectives:

1. **Connecting carers to information, advice and support:** promote KCN's services and support to carers across the borough and ensure carers registered with us have access to information, resources and opportunities to help them with their caring role
2. **Inspiring support to KCN through giving or volunteering:** create and promote opportunities for local residents and businesses to support the work of KCN
3. **Encouraging engagement with digital resources:** Enable both KCN and the carers we work with to engage with and utilise digital tools and resources
4. **Building KCN's reputation and influence:** amplify carers' voices, showcase KCN's impact, and building our visibility with partners, funders and decision-makers.

WHAT YOU'LL BE DOING

To develop and manage a communications plan for KCN in support of our communications strategy. To include:

Carer communications and outreach

- Develop and manage KCN's digital presence via its website and social media channels, ensuring content is accessible and relevant to the needs of unpaid carers
- Produce KCN's regular e-bulletins for adult and young carers.
- Develop and grow KCN's core marketing materials and resources for carers, including our carer information pack, leaflets and posters.
- Oversee KCN's presence on third party sites, such as Connected Kingston.

Public engagement and mobilisation

- Develop and test community fundraising initiatives, from legacy giving campaigns and community events through to seasonal appeals
- Develop a corporate sponsorship programme with tailored partnership packages to engage the local business community
- Support volunteer recruitment campaigns

Storytelling and impact reporting

- Act as custodian of KCN's brand identity, ensuring all external communications is consistent with our new brand narrative and guidelines.
- Coordinate the production of KCN's annual review and other corporate documents to help demonstrate our impact for carers e.g. case for support
- Provide support with funder reporting through case study collection and analysis of carer data

Other

- Contribute to the wider management and strategic direction of KCN as a member of the Senior Management Team (SMT)
- Undertake other duties in support of the business needs of the charity as required.

WHO WE'RE LOOKING FOR

We are looking for a dynamic and creative individual, with a passion for communications and social change. You will be comfortable building and cultivating relationships with local organisations as you will be managing our various social media channels. Above all, you will understand the art of impactful storytelling to inspire action.

- Resilient and able to work in a fast-paced, emotionally sensitive environment.

Qualifications & Training

- Degree or equivalent experience in communications, public relations, journalism, marketing, or a related field.

Essential

Personal Qualities

- Commitment and alignment to KCN's vision, mission and values (compassion, authenticity, representation, expertise and relationships)
- Creative and proactive, with a passion for community engagement.
- Collaborative and flexible, with a willingness to learn and adapt and work as part of a team.

Experience

- Demonstrable experience in a communications role within the charity or public sector.
- Experience producing accessible and inclusive content for diverse audiences, including carers and community stakeholders.
- Experience managing social media channels and digital campaigns to increase engagement and awareness.

- Experience writing compelling stories, case studies, and press releases that reflect lived experiences.
- Experience working collaboratively with service users, volunteers, and partner organisations.

Skills & Abilities

- Excellent written and verbal communication skills, with the ability to adapt tone and style for different audiences.
- Strong storytelling skills, with sensitivity to the experiences of unpaid carers.
- Ability to lead and manage multiple projects and deadlines with attention to detail.
- Proficiency in digital tools such as Canva, Mailchimp, WordPress, and social media scheduling platforms.
- Ability to analyse engagement data and use insights to improve communications.
- Confident in building relationships with media, stakeholders, and community groups and funders.

Knowledge

- Understanding of the challenges faced by unpaid carers and the role of carer support organisations.
- Knowledge of inclusive communications and accessibility standards.
- Awareness of safeguarding and ethical storytelling practices.
- Familiarity with charity branding, tone of voice, and values-led messaging.

Desirable

- Lived experience of being a carer or working closely with carers.
- Experience supporting fundraising or advocacy campaigns through communications.
- Knowledge of local authority and health sector communications.
- Experience producing video or audio content for digital platforms.

WHAT WE CAN OFFER YOU

Community

- Staff away days
- In person social activities

Family

- Our policies include compassionate, dependents, carers and bereavement leave that support the lives of staff who have additional commitments.
- Many of our staff and trustees have experience of caring and we are a carer-friendly organisation.

Holidays

- 25 days annual leave per annum plus statutory holidays – pro-rata.
- Bonus Christmas Leave

Flexible working

- We operate flexible working practices which include working from home, varying start and end times of the working day and compressed hours.
- Staff are expected to record their working hours on a timesheet and will accrue time off in lieu for any hours worked over their contracted hours.

Pay and pension

- You'll be eligible and auto-enrolled into a pension scheme with Scottish Widows. We offer a 4% matched pension contribution after successful completion of three month probationary period.

Learning and development

- A key part of our strategy is to continue to develop and enhance the knowledge and learning experience of our staff.
- Staff have regular supervision which can include a personal support plan. The wellbeing of staff is paramount.

KEY POLICIES

Confidentiality

Employees are bound by the KCN Confidentiality and Data Protection Policy, and are required to observe all the relevant provisions regarding the recording and / or disclosure of information on anyone they may be supporting.

Vulnerable Adults and Child Protection Policies

Employees are bound by the Child Protection Policy and Procedures, and the Protection of Vulnerable Adults Policy and Procedures, including attending relevant training.

Data Protection

Employees are required to observe the provisions of the Data Protection Act 2018 and any subsequent revisions.

Equality and Diversity

KCN is committed to providing services without discrimination to those who are entitled to them, regardless of race, colour, gender, sexual orientation or age, and its workers are expected to strive to conform to this goal.

Health And Safety

Employees are expected to contribute to Health and Safety in the workplace by taking all requisite actions to minimise risks.

HOW TO APPLY

Download an application form from www.kingstoncarers.org.uk. Return completed application forms to admin@kingstoncarers.org.uk.

All applications received will be acknowledged but we are unable to notify applicants that are not invited to interview.

Please note that this post is subject to a Basic DBS check.