

A photograph of two young children, a girl on the left and a boy on the right, sitting together and reading a book. The girl is smiling and looking down at the book, while the boy is looking up towards the camera with a neutral expression. They are both holding the book, which has a blue cover and colorful illustrations of vegetables and a character. The background is blurred, showing what appears to be a library or a reading area with other people and bookshelves.

Frontline

Communications Officer External Relations

Job pack

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Our mission

Frontline is a charity with a mission to make life better for children at risk of harm, by improving the services that support them.

Hundreds of thousands of children experience or are at risk from abuse and neglect at home, sexual and criminal exploitation outside the home, and other harms. For these children, the right support and protection can make all the difference.

That's why we develop excellent practice and leadership in social work and other children's services. And we are cultivating innovative new approaches to child protection and driving positive systems change for children.

We are looking for enthusiastic individuals from a diverse range of backgrounds to join our organisation.



Role overview

Reports to:

Head of Communications and Marketing

Salary:

£37,254.22 (including London Office Allowance) plus competitive pension

Contract:

Full Time, Permanent

Location:

Hybrid, two days per week in our London office

As our communications officer, you will join our communications and marketing team. Part of our external relations division, the team play an essential role, crafting engaging communications that help achieve our mission and supporting colleagues across the charity to do the same.

This role is perfect for a creative comms professional with a passion for writing and storytelling. Through compelling and strategic communications, you'll help raise awareness of Frontline's mission, attract supporters, influence public perception, demonstrate our impact and promote our vital work.

From fundraising to programme recruitment, from influencing policy to promoting our commercial offer, our work would not be possible without the impactful storytelling you will create in this role.

If you'd like to use your storytelling skills in a fast-paced role to make life better for children at risk of harm, we'd love to receive your application.

Closing date: 9am, Friday 25 July

Interviews

First round:

Thursday 31 July (online via Microsoft Teams)

Second round interview and task:

Monday 4 August (in-person at our London office)



|Key responsibilities

Storytelling

- Working with colleagues across external relations, you will identify what storytelling is needed to achieve our charity objectives and make life better for children at risk of harm.
- You will seek out compelling stories, conduct interviews and turn these into content for a range of formats, including blogs, web copy, video and audio.
- You'll work independently and creatively to decide which stories to feature and how best to share them with our target audiences.
- You'll provide communications support to colleagues for marketing campaigns, public affairs and at events.

Social media and website

- You will manage Frontline's social media channels, create our social media plan and engage with our followers as needed.
- You will create social media content yourself, as well as commission colleagues to create posts.
- You will share responsibility for updating and maintaining our website.

Fellow and young person engagement

- You will collaborate with our Fellowship team to keep our fellows – our programme alumni – engaged with our work including writing the Fellowship newsletter.
- You will build relationships with fellows who can provide compelling stories for your work.
- You will work with the young people on our advisory board to amplify their voices and incorporate their perspective into your work.

Evaluation

- You will evaluate your performance through regular reporting and use these insights to evolve and improve your storytelling over time.
- You will develop an understanding of our target audiences and how best to engage them through your work.

Branding

- Alongside the rest of the team, you will share responsibility for upholding Frontline's brand, tone of voice and messaging and helping colleagues to do the same.



Experience and knowledge

Experience	Where this will be assessed?
Excellent writing and editing skills	Application and test
Relevant experience in a communications role	Application and interview
Experience of managing social media accounts and creating social media content	Application and interview
Experience of creating content for a broad range of multimedia and digital content channels	Application and interview
Experience of managing relationships with external stakeholders	Interview
Broad knowledge of current digital communications channels and trends	Application and interview
A creative mind	Test
Excellent interpersonal communication skills, both verbal and written	Application, test and interview
Ability to work at a fast pace on multiple simultaneous projects.	Application and interview
Strong belief in and enthusiasm for Frontline's aims and mission.	Application and interview



Desirable skills

Characteristics and Skills	Where this will be assessed?
Design software, such as Canva or Adobe Creative Suite	Application and interview
Video production and editing	Application and interview
Photography	Application and interview
Wordpress or other website content management systems	Application and interview
Google Analytics or Hotjar	Application and interview
Knowledge of best SEO practices and tools	Application and interview
Knowledge of issues affecting children at risk of harm	Application and interview

Diversity means stronger teams and we want Frontline to reflect the communities we serve. Therefore, we are actively seeking applicants from racialised minority backgrounds for this role. We are a disability confident employer and welcome applicants with disabilities. We ensure a diverse shortlist for all our roles, so when prompted, we encourage you to share this information with us if you are willing to do so.

Please let us know how we can make the recruitment process more accessible for you by emailing people@thefrontline.org.uk



Characteristics and skills

You may not have all of the experience or skills listed in this job pack but don't let that automatically put you off applying. If you have relevant experience and feel you would be a good fit for this role, we'd love to hear from you.

It is important to us that you are aligned with our values and committed to:

- working to deliver our [mission](#) and helping achieve our vision
- creating a culture of freedom and responsibility
- actively dismantling discrimination in your role

Right to work

This role is ineligible for sponsorship and so all applicants must have the right to work in the UK.

How to apply:

If this sounds like the right role and organisation for you, please apply by following the link below.

[Apply now](#)

Please note that we reserve the right to close all roles early if we experience a high number of applications. If you think the role is a right fit for you, please apply as soon as you can.

Want to find out more?

Please contact:

Richard Les, Head of Communications and Marketing at

richard.les@thefrontline.org.uk



Our culture of freedom and responsibility

To achieve our best work as a charity, we need to both let go of control and expect much more of one another. If we can manage this feat, you will be surrounded by a team who can solve problems, speak with candour, communicate expectations and give one another the space and support to achieve fantastic results for children and families. This is what we call a culture of freedom and responsibility.

How do we make it happen? Freedom without responsibility results in chaos – confusion, frustration, a lack of accountability. Responsibility without freedom breeds a rigid focus on following rules and process, even when professional judgement and creativity would produce better results. It can result in people doing things right without doing the right thing. Because of this, we need to have huge levels of both freedom and responsibility. The most important word is not freedom, nor responsibility, but **and**.



Diversity and inclusion

Frontline is an employer that takes equal opportunity seriously and seeks to walk the talk.

We believe that the strongest performing teams have a lot of difference in them. Our employees come from a range of backgrounds and with various expertise. We are committed to anti-discriminatory practice and are actively seeking to bring people with different lived experiences into the organisation. According to our most recent demographic survey, 30% of our employees are from racialised minority backgrounds, 6% are disabled, 18 are neurodivergent and 19% identify as LGBTQ+.

We are committed to being an actively anti-racist organisation. For us at Frontline, that means proactively tackling systems and structures that perpetuate and embed racism in our society.

We have a diversity and inclusion working group that includes employees from across all teams and levels including the people team and our senior leadership team. The group leads on recommendations for improvements in this area and implements initiatives to achieve equality for all.

We are committed to taking an inclusive approach to recruitment. We use a system called Pinpoint, which helps to remove bias from the selection process by anonymising applications. We ensure all of our employees have the relevant knowledge to support these aims. We design and deliver regular workshops and training around diversity, inclusion and belonging. We are proud to have won the ENEI Best Smaller Employer Award 2020.

If you're interested in hearing more about diversity and inclusion at Frontline, please feel free to contact people@thefrontline.org.uk.



Benefits

We know that working here is more than just a job title. Our benefits are a way of recognising employees for the important work they all do.



Community

- Employee Affinity Groups (incl. LGBTQ+, Black Affinity Group, Racialised Minority, Disabled and Neurodivergent, Parenting Network)
- Employee Resource Groups (incl. D&I, Sustainability)
- Organisational away day once a year
- Regular social activities – virtual and in-person
- Social work roles can join the Fellowship after one year of service



Family

- Enhanced Occupational Maternity, Adoption, Paternity and Shared Parental leave policies
- Foster and kinship care policy – support and time off for training (up to 10 days)
- Time off for fertility treatment/IVF appointments



Flexible working

- Home-working around the needs of your role
- Flexibility around our core hours (10am-4pm)
- Mission aligned volunteering time (up to 3 days)



Learning and development

- CPD – L&D Calendar and apprenticeships
- Tailored, in-house workshops
- Coaching with qualified, professional coach
- Mentoring scheme for underrepresented groups



Holidays

- 25 days annual leave, plus bank holidays and office closure from 25 December to 1 January
- Holiday entitlement increases by one day every year after two years' service (up to max. 30 days)
- Buy up to five days annual leave a year



Health and well-being

- Employee Support Service – 24/7 confidential advice line and counselling
- Occupational Health support
- Life Assurance Scheme – death in service benefit of x3 annual salary
- Free eye test and flu vaccine
- Sabbatical after 3 years' service (up to 6 months)



Pay, pension and loans

- Transparent salary structure, job evaluation to ensure benchmarking and competitive pay
- Up to 8% employer pension contribution, via salary sacrifice
- Interest-free bike and season ticket loan
- Interest-free deposit loan for renting or buying a new home