



Communications Officer Recruitment Pack



Communications Officer

£28,000 - £30,000 pa

Full Time (37.5hrs per week), fixed-term contract (12 months)

We are the property industry charity working to end youth homelessness in the UK. LandAid brings remarkable businesses and individuals from across the sector together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future. Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

We are currently looking for a Communications Officer to join our busy and creative team on a 12-month fixed-term contract. This is a delivery-focused role, ideal for a confident communicator with strong digital skills who thrives in a fast-paced environment. You'll play a key part in delivering LandAid's communications strategy, working across our channels and helping to engage both corporate supporters and charity partners.

As Communications Officer, you will lead on day-to-day management of LandAid's digital communications – from creating engaging social media content to managing email newsletters and updating our website. You will also play an active role in supporting events marketing and the roll-out of our refreshed brand. This is a brilliant opportunity for someone looking to build on their experience in a hands-on, supportive team.

We are looking for someone who's enthusiastic, organised, and confident working across multiple projects at once. You'll have strong attention to detail, a knack for clear and creative copywriting, and an understanding of how to tailor content to different audiences and platforms. You'll also be comfortable using data and insights to inform your work and improve performance.

LandAid supports flexible working. Our team works remotely, with an expectation to attend our Central London office at least once a month for team days. You'll have the freedom to shape your working week in a way that suits you and the needs of the role.

It's a really exciting time to join LandAid. Next year marks our 40th anniversary – and we're building momentum around a new brand identity, impactful campaigns, and a bold vision for change.

We look forward to hearing from you.

Tim Hudson
Deputy CEO (Acting) & Director of Communications

About Us

Our Vision:

An end to youth homelessness in the UK.

Our Mission:

Every year, thousands of young people in the UK find themselves homeless.

It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Together we can end youth homelessness.

Our Values:

We're Ambitious

- We are bold in the goals we set ourselves and the impact we seek
- We endeavour to inspire those with whom we work
- We recognise and celebrate achievement in pursuit of our mission

We're Responsible

- We are open, honest and trustworthy
- We hold ourselves accountable for what we do
- We build lasting and effective partnerships

We're Tenacious

- We persevere in the face of challenge
- We demand the best of ourselves, our supporters and our industry
- We bring courage and determination to the tasks we face

We're Inclusive

- We respect, listen to, and learn from everybody we work with
- We bring empathy and kindness to everything we do
- We are committed to diversity, equity and inclusion

We're Creative

- We champion innovation, fresh thinking, and new ideas
- We are agile and flexible in our approach
- We keep an eye on the future as well as the here and now

Job Description

Job Title:	Communications Officer (12-month FTC)
Location:	Home-based (minimum requirement to work from our Central London office once a month)
Hours:	37.5 hours per week
Grade Band:	Officer
Reporting to:	Communications Manager
Direct Reports:	Occasional Volunteers/Interns
Salary:	£28,000-£30,000

Role Summary & Purpose

To help raise LandAid's profile across multiple communications channels and build supporter engagement with corporate and individual supporters, and with charity partners.

This role is focused on delivering established communications strategies and plans over a 12-month fixed-term period. There is scope for the post-holder to work autonomously and creatively across teams, helping deliver engaging content and campaigns. The post-holder will also play an exciting role in rolling out LandAid's refreshed brand.

Specific Responsibilities

1. Develop and deliver content and copy for LandAid's digital channels, including social media, email communications and the website.
2. Deliver against existing, and develop own, content plans to enhance these channels, expanding reach, and strengthening brand awareness and recognition.
3. Create bespoke materials to engage LandAid's key corporate partners and engagement communities as part of a wider supporter journey, including bespoke projects.
4. Produce and deliver content for events marketing plans across paid, earned, shared, and owned channels in collaboration with internal teams.
5. Oversee the community management of LandAid's social channels.
6. Work with the Programmes and Impact team to manage the case story gathering process across LandAid charity partners, creating resources like blogs, video content and creative assets to educate and inspire.

7. Support and coach the wider team to adopt digital solutions across internal and external channels, using data and analytics to make recommendations for improvements, including support for the Leadership Team's personal communications, providing guidance for the most effective use.
8. Support with monitoring, and evaluating communications outputs, using data, analytics and learnings to grow LandAid's digital channels and supporting audiences.
9. Contribute to the Comms Team planning culture ensuring that digital areas of work are planned periodically.
10. Provide general support to the Communications Team, managing incoming queries, content curation and liaison with external partners.
11. Ensure brand guidelines adhered to in all external communications produced by third parties.
12. Keep abreast of developments in the property and charity sectors, presenting and sharing data, opinions, and news to inform our work around youth homelessness.

General Responsibilities

1. Be a committed and effective member of the LandAid Team.
2. To take your own professional development seriously and continually look for opportunities to learn and improve what you do, and how you do it.
3. Adhere to our policies and procedures, and working confidently and enthusiastically within our values.
4. Carry out any roles and tasks as needed to support the Communications Manager, Director of Communications and External Affairs, the Chief Executive, and the priorities of the charity.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will mainly perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

Person Specification

Criteria	Essential	Desirable
Experience		
Experience working in a similar role, preferably within the charity or property sector	✓	
Experience of devising and developing audience focused content ideas across multiple communications channels	✓	
Demonstratable experience of producing content -	✓	

Criteria	Essential	Desirable
including photography and video led creative - with copy for digital platforms including web, content management systems, social and email communications		
Experience of managing and producing story-led content.	✓	
Experience of social media and community management	✓	
Experience of paid social media and using Google Analytics	✓	
Experience of using all/some design programmes, including InDesign, Adobe Photoshop, and Canva		✓
Experience of events marketing		✓
Experience of working with marketing, media, and communications agencies		✓
Abilities, skills, and competencies		
Experience of managing and delivering projects on time with multiple stakeholder involvement	✓	
Ability to effectively engage with external stakeholders including corporate partners, senior leaders, charities, consultants, and agencies	✓	
Excellent written and verbal communication, copy writing skills and strong editorial capabilities	✓	
High levels of digital literacy, including paid social media tools, Office package, data management, Google Analytics, Google AdWords, and content management systems	✓	
Experience and understanding of SEO		✓
Strong attention to detail and good planning, organisational and administrative skills	✓	
Excellent team player with a solution-focused attitude and a hands-on approach	✓	
Experience of managing a diverse workload and of supporting colleagues	✓	
Interest in charity and homelessness sectors	✓	
Understanding of and commitment to LandAid's mission and values	✓	

Personal Qualities

- We need you to be flexible in the way you work, and the way you think

- If you have a positive & enthusiastic outlook, it'll be helpful
- The role requires you to be a problem solver
- Are you proactive & self-motivated? You'll need to take responsibility for coming up with ideas, and to keep yourself focused and on-track
- We need the post-holder to be driven to exceed targets
- In a small team, your ability to collaborate will be vital, but so will your willingness to be decisive
- If you haven't got a commitment to our values, or a working style that reflects these, you may want to think again about working with us
- There's always a lot on, so you'll need to be organised, and to enjoy working through periods of pressure.
- We're a friendly but professional team. It'll help if you are too.

How to apply

Please complete the application process through Applied [here](#).

Closing date: 2 July 2025

First interviews: w/c 14 July 2025

Second interviews: w/c 21 July 2025

**Thank you for your interest in joining LandAid.
We look forward to receiving your application.**