

Communications Manager

Job Description and person specification

Salary range: £38,000 - £42,000

Contract: Permanent (6-month probation)

Hours: Full time (37.5 hours per week, with flexibility for an exceptional candidate)

Location: London hybrid, with the option of remote-only work for an exceptional candidate.

Reporting to: CEO

About the Work Rights Centre

Work Rights Centre is a charity that helps migrants and disadvantaged Britons access employment justice and improve their social mobility. We do this by providing: free legal advice that changes lives; tools that empower people to understand and assert their rights; and campaigns that challenge the systemic causes of injustice in the long-term with research, parliamentary advocacy, and strategic litigation.

Our frontline team addresses the most urgent aspects of socioeconomic disadvantage. Every year we recover thousands of pounds in unpaid wages for workers who were exploited by unscrupulous employers, and support hundreds of people to understand and secure their status in the UK. But to tackle this disadvantage in the long-term and achieve systemic change, we need to amplify our work and build public support for our campaigns. This is what this role leads on.

Our communications work

The Communications Manager role is a key position at the Work Rights Centre. Situated within our systems change team alongside a researcher and policy manager, and working closely with advisers and senior management, your main responsibilities are to:

1. Develop and lead on the delivery of our communications strategy.
2. Lead on media relations and press advocacy, driving the charity's systems-change agenda.
3. Oversee the development of campaigns and digital engagement.

As a senior position, this is also a role that contributes to the charity's development and overall sustainability, including by taking on line management duties (as needed) and contributing to strategic organisational goals. This is an ideal role for a candidate who has a robust understanding of the charity's systems change ambitions, a good track record of securing agenda-setting coverage, and a real passion for the charity's campaign aims.

Responsibilities

1. Development and delivery of our communications strategy

The communications strategy sets out the direction of our comms work. It ensures the charity is not only responding to events, but that our communications outputs are actively driving our strategic objectives and protecting our reputation. In practice, we count on you to:

- Develop and implement the charity's communications strategy.
- Act as the guardian of the Work Rights Centre brand, ensuring consistency in tone of voice, messaging, and visual identity across all platforms.
- Identify and mitigate reputational risks, leading on crisis communications when necessary.
- Evaluate progress against communications goals, reviewing and iterating the strategy as needed.

2. Media relations and press advocacy

Our frontline casework and research give us precious insight into the systemic drivers of labour exploitation and social immobility in the UK. But to change these systems, we need powerful stories to reach mainstream discourse. We count on you to:

- Lead the press office function: draft compelling press releases, pitch stories based on our research, and field media enquiries, including sourcing case studies and comment.
- Reach ambitious goals for agenda-setting media pieces published each month.
- Find the story potential in our work. We want you to identify powerful case studies in conversation with advisers, then turn them into powerful stories for journalists and/or the Work Rights Centre channels.
- Build and maintain strong relationships with national, local, and sector-specific journalists.
- Brief charity spokespersons for media interviews, providing media training where required.
- Identify opportunities for meaningful reactive content to social and political events which affect our service users, and speak to our research priorities.

3. Campaigns and digital engagement

If media relations are a critical part of our systems change work, our digital channels ensure that the charity remains informative for people with employment rights and immigration issues, accessible to those who need our help, and inspiring for allies who want to support our work. We count on you to:

- Oversee the growth of our digital ecosystem, including website, newsletter, and social channels.
- Create high quality content for our website and social channels - i.e. case studies, blog posts, social media posts, or graphics with legal information, and very occasionally videos.
- Be responsible for maintaining and regularly updating content on the website, reporting bugs, user testing fixes, as well as being the main point of contact for the web developers.

- Develop and oversee the implementation of the strategy for digital, policy, and fundraising campaigns.

4. Supporting the wider development of the organisation

As a senior staff member, we count on you to support the development and delivery of wider strategic goals that can improve the charity's sustainability. This includes, but is not limited to, the following:

- Line management of more junior staff members whose work contributes to the charity's systems change work (as required).
- Lead on the promotion of charity events, to support the growth of our profile and delivery of strategic projects and training programmes.
- Contribution to the development of the charity's business plan and objectives.
- Maintaining a good relationship with charity stakeholders, acting as an ambassador for the Work Rights Centre at all times.

General responsibilities

In addition to your key duties, we expect you to:

- Be an enthusiastic team player, and keep abreast of the overall work of the charity.
- Be competent in the use of IT software.
- Participate in regular supervisions with your line manager, value feedback, and be committed to your professional development.
- Occasionally work unsociable hours around highly time sensitive and strategic objectives (in line with our TOIL policy).
- Occasionally travel across and outside of London.
- Maintain good administrative records as required.

Flexibility. There is a lot to learn, and to offer, at the Work Rights Centre. The charity has grown substantially since our foundation in 2016, both in terms of casework, policy influencing, and media interventions. This relies on our ability to remain agile. We trust you to be responsive to our changing needs, and to adapt your workload and undertake any other duties that may be reasonably required.

Person specification

Qualifications

- Undergraduate degree in journalism, social sciences or a related discipline - preferred, but we'll consider candidates with extensive relevant professional experience.

Experience

- Minimum 3-5 years experience in a dedicated press or communications role.
- A demonstrable network of active contacts across national publications and broadcasters.
- A track-record of securing high-quality, agenda-setting media coverage - we want to see that you have managed to obtain quality coverage for an issue you care about.
- A track-record of successful delivery against comms objectives on social media - we want to see that you have grown communities.
- Experience developing, executing, and evaluating data-driven communication strategies.

Knowledge and skills

- Excellent written and verbal communication skills, with the ability to translate complex legal and policy issues into accessible narratives.
- Strong understanding of the UK political and media landscape, with a sharp eye for reactive opportunities.
- Strong organisational skills, you will manage your time effectively, plan your tasks, and keep on top of admin.
- Excellent project management skills, with the ability to balance long-term strategy with reactive press work.
- Good knowledge of website and social media content management systems - e.g. Mailchimp, Buffer, and any website CMS, media monitoring, and Google Analytics.
- Excellent use of Microsoft Word, Excel, and Google Drive environments.

Personal attributes

- Strategic thinking, you understand how to turn organisational goals into a plan of action.
- A political thinker, you can quickly see how the charity can react to, and actively shape, the news agenda.
- Enthusiastic, proactive, and resilient, you not only deliver on your objectives, but can motivate and inspire a team.
- You have a real commitment to the aims and values of the Work Rights Centre.

Desirable

- Experience covering employment, migration, or other issues related to our work.
- Experience managing, mentoring, or heavily supporting junior staff, interns, or freelancers.
- Experience working in the charity sector and/or a think tank.
- Lived experience of the issues the charity campaigns against

If this sounds like you, please apply. Even if you are not sure that you meet every point, if you trust that you have a lot to offer this position and the Work Rights Centre, we want to hear from you. We are

particularly keen to hear from you if you have lived experience of marginalisation. Much of our work is about opening access to justice, and building hope among people who are mistreated by employers because of their class, race, ability, their gender or sexual identity, or because of their migrant status. We want to place a real understanding of marginality at the centre of everything we do. So please apply if this is a story you can understand, and voice.

How to apply

To apply for the role, please send at least two recent (past year) samples of your published written work, a CV and cover letter to recruitment@workrightscentre.org by **Sunday, 9th August**. It is important to tell us why you think your experience, skills and attributes meet the person specifications of this role, and why you would like to join our team. Shortlisted candidates will be invited to complete a short technical task. For more information, do not hesitate to get in touch.

FAQs

What are my professional development opportunities?

The Work Rights Centre has a real culture for learning and upskilling. We have a dedicated training budget and encourage team members to attend training from reputable professional organisations.

What other benefits do staff get?

We offer a range of staff benefits including discretionary enhanced sick pay for up to 28 days, enhanced annual leave increasing with tenure (including Christmas office closure and Birthday day off), 5% employer pension contribution, 20 weeks of enhanced parental pay, and more.

How is the Work Rights Centre funded?

Our main source of funding is grants from independent charitable foundations. Having started with zero capital in 2016, over the last years we have developed long-term relationships with some of the best-regarded funders in the UK, including Trust for London, the Legal Education Foundation, the Paul Hamlyn Foundation, the National Lottery, City Bridge Trust and many more. You can view a full list of our current funders on our [About us](#) page, and look up our financial record on the [Charity Commission's register](#).

How financially sustainable is the Work Rights Centre?

The Work Rights Centre is on a path of significant financial and organisational growth. For the last eight years we have consistently increased our income and the size of our team. In the previous financial year ending March 2026, we have grown our funding by circa 17% and we are projecting to grow substantially this year again. You can learn more from our accounts on the Charity Commission's register.

Where is the Work Rights Centre headed in the next couple of years?

The Work Rights Centre has three strategic objectives for the next couple of years. First, use our rare mix of employment and immigration legal expertise to support under-represented workers to access justice. Second, use this frontline intelligence to call for reforms to the labour enforcement and work migration system, with parliamentary advocacy, careful media interventions, and strategic litigation. Third, work towards improving the charity's long-term sustainability by growing our earned income.