

Job Title: **Head of Communications**

Reports to: **Chief Executive**

Location: **Ashford, Kent** (Hybrid working available)

Salary: **£46,000 - £50,000** (pro rata for part-time hours)

Contract: **Permanent, full-time.**  Open to discussion about part-time

**About Kent Community Foundation**

Kent Community Foundation is a leading charitable organisation dedicated to connecting people who care with local causes that matter. For over 20 years, we’ve been championing grassroots charities and initiatives across Kent and Medway, helping to build stronger, more resilient communities.

**Role Purpose**

The Head of Communications will lead and deliver the Foundation’s communications strategy, ensuring consistent, high-impact messaging across all channels. This role is key to enhancing our profile, deepening engagement with stakeholders, and promoting our mission through compelling content, strong branding, and innovative digital campaigns.

**Key Responsibilities**

Strategic Communications

* Develop and implement a comprehensive communications strategy aligned with Kent Community Foundation’s strategic goals.
* Act as an advisor to the Chief Executive and senior management team on all matters of reputation, media, and stakeholder engagement.
* Monitor sector developments and identify opportunities for proactive thought leadership.
* Lead crisis and issues communications with sensitivity and professionalism.

Content Creation & Management

* Oversee the creation of engaging, accessible, and mission-aligned content for a range of audiences, including funders, grantees and partners
* Lead the production of key publications (e.g. annual reports, impact stories, newsletters).
* Ensure content is inclusive, audience-appropriate, and drives engagement.

Brand Management

* Champion Kent Community Foundation’s brand, ensuring consistency of tone, visual identity, and messaging across all touchpoints.
* Manage brand assets and oversee their use internally and externally.
* Continuously evolve brand guidelines to reflect the Foundations values and ambition.

Digital Communications

* Lead the development and optimisation of Kent Community Foundation’s digital presence, including website, email marketing, and social media.
* Drive digital engagement through analytics-informed strategies.
* Oversee the content strategy to ensure the website serves both operational and promotional needs.
* Identify and implement new tools and platforms that enhance Kent Community Foundation’s digital outreach.

Media Relations & PR

* Build and maintain strong relationships with local, regional, and sector-specific media.
* Draft press releases, opinion pieces, and media responses.
* Act as the primary media contact and spokesperson where appropriate.

Team Leadership & Collaboration

* Line manage communications staff and freelancers/agencies.
* Work closely with development, grants, and operations teams to support cross-functional initiatives.
* Provide training and guidance to colleagues on communications best practices.

**Person Specification**

Essential

* Significant experience in a senior communications role, ideally within the charity, public, or purpose-driven sector.
* Proven track record in developing and delivering integrated communications strategies.
* Outstanding written and verbal communication skills.
* Strong digital expertise, including website management, email campaigns, and social media.
* Experience in managing brand identity and delivering consistent messaging.
* Ability to lead and inspire teams and collaborate effectively across functions.
* Excellent stakeholder management and interpersonal skills.
* Proactive, creative, and solutions-focused approach.

Desirable

* Knowledge of the community and voluntary sector in Kent.
* Experience working with funders or grant making organisations.

**To apply:**

Applications should be in the form of an up-to-date CV and covering letter outlining how you meet the person specification for this role to jan@kentcf.org.uk.

**The closing date for applications is close of play on Sunday, June 1st. .**

Interviews will be held mid-June at our office in Smeeth, Ashford.

We know that great people sometimes need flexibility, if you are excited about the role and meet the person specification, but unsure if it can fit around your needs, we encourage you to get in touch and we can explore what’s possible.

If you wish to discuss any accessibility concerns or if you need any more information or assistance, please contact Jan O’Donnell by email jan@kentcf.org.uk