# Role description:
# Policy, Campaigns and Communications Lead

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| Job title | Policy, Campaigns and Communications Lead |
| Employment status | Permanent (subject to completion of 6-month probation) |
| Working pattern | 28-35 hours per week<br>Flexible working hours (usually between 9.30am-5.30pm) |
| Salary | £38,000 per annum FTE (pro rata if part-time) |
| Location | Office-based (London) or hybrid. Travel will be necessary to office-based team meetings in London and training days as required. |
| Reports to | CEO |
| Management responsibilities | Line manage our Operations Coordinator |
| Benefits | 5% employer pension.<br>Access to cycle to work scheme.<br>Access to Employee Assistance Programme.<br>24 days annual leave (pro rata for part-time), in addition to bank holidays, increasing after 5 years of service. |

## About the role

Do you have experience in a policy, campaign, or communication role? Do you have a passion for using your skills to improve the lives of older people needing care and their families? Join our team!

You will work alongside our CEO to lead the charity's influencing and engagement work. These are key pillars of the charity's strategy; pushing for a better care system and growing our supporter base to build our influence across the UK.

This is a rare and exciting opportunity to join our small team and make a real difference to the lives of older people needing care. You will be at the heart of our influential work to raise awareness of quality care, push for new rights and call for reform of the sector.

This varied role will require you to create, develop and deliver our change work, both working strategically and on day-to-day delivery. You will have the opportunity to shape our policy, campaign and communication strategies and think creatively to increase our supporter engagement.

You will be welcomed into our dedicated, friendly team where you will work alongside colleagues who are experts in their field, with dedicated time for co-learning and sharing knowledge and skills.

You will work closely with our small team to ensure our policy, campaign and communication work aligns with our advice service, research and fundraising. You will be part of a small charity having a big impact. Providing the national adviceline for older people needing care and pushing for better care services, we are a leading voice in the sector.

As a longstanding charity, we have been providing support to older people needing care for over 30 years. You will join the charity during an exciting period as we seek to diversify and increase our reach across the UK. An initial priority will be leading our work to grow our supporter base.

The ideal candidate will be a positive, can-do person who enjoys both strategic thinking and being hands-on. You will have a passion for championing the rights of older people needing care, and an enthusiasm for using your skills to affect change. Even if you feel you don't meet all the criteria outlined in the person specification, if you're keen to learn and to apply your skills, we'd love to hear from you!

We are committed to providing inclusive services, accessible to everyone. We value equality and inclusion and are committed to encouraging diversity amongst our team. We respect and value people's differences and aim to create a culture where every team member feels respected and able to give their best. We particularly encourage applications from minoritised groups including carers and people with lived experience of care. This helps us to ensure our staff team reflects the diversity of the communities we exist to serve.

"One of the things that attracted me to the role was that, as an adviser in a small organisation, you get a real insight into how the work of your team influences and informs policy work. It's a part of the job I enjoy the most and I've learnt so much from this. In larger organisations I wouldn't have this level of exposure to my colleagues working in other departments – you really get to see the full circle of the work Care Rights UK does."
Jo Holoway, Care and Support Adviser at Care Rights UK

## What you can expect from us

- **Friendly, welcoming, supportive colleagues** in the staff team and on the Board of Trustees
- One-to-one support from an **experienced, empathetic and friendly line manager**
- **Peer support** from colleagues in the wider staff team
- **Weekly team meetings** to share advice insights, updates and impact
- **A thorough induction** to the charity, our work and mission
- **Training** to help you fulfil your role and to **develop your knowledge** of care issues across the UK
- Opportunities for **sharing skills and knowledge** with colleagues who are experts in their fields
- Being part of a **dynamic team** pushing for real change in the care sector

- Access to **24/7 Employee Assistance Programme** – access to counselling, adviceline and other wellbeing support
- **Hybrid working** – the role can be carried out from anywhere in the UK, although attendance at face-to-face team meetings and training days will be required
- **Flexible working** – we welcome applications from candidates wishing to work 28-35 hours per week and will consider job shares or other options such as compressed hours

## Main purpose of the role

- Lead the charity's policy, campaign and communication work
- Develop and implement strategies to meet the charity's objectives on policy, campaigns and communications

## Role description

### Responsibilities:

- Lead the charity's policy work, including monitoring and analysing relevant care policy in the UK to inform our strategic development, drafting consultation responses, lobbying to achieve our strategic objectives
- Lead the charity's campaigns, including writing and implementing campaign plans, drafting campaign materials
- Lead the charity's communication and engagement work, including producing and coordinating comms outputs, managing the charity's social media accounts and implementing plans to increase supporter engagement
- Develop relationships with politicians, Parliamentarians, policymakers and other organisations, and act as a spokesperson for speaking and media requests
- Line manage the Operations Coordinator, including agreeing objectives and completing the annual appraisal process
- Work closely with team members to ensure policy, campaign and communication work aligns with our advice service, research and fundraising, and assist with the delivery of our marketing and fundraising strategies
- Undertake other duties that may be necessary from time to time

## Person Specification

### Essential criteria:

We would expect candidates to explain in their cover letter how they meet most of the criteria listed below

- Commitment to Care Rights UK's vision, purpose and values
- Experience in a policy, campaign or communication role (paid or unpaid)
- Knowledge or experience of the adult social care sector in the UK and policy areas (gained either in a professional role or via lived experience)
- Knowledge and understanding of lobbying, campaigning, influencing techniques or supporter communications
- Excellent written and oral communication skills and ability to translate complex information into accessible, plain English

- Excellent interpersonal skills, including diplomacy, persuasion, and ability to build positive working relationships with a wide range of stakeholders
- Strong organisational skills and ability to prioritise competing tasks and deliver to tight deadlines
- Experience of working independently, working on own initiative and maintaining motivation
- Experience of working effectively as a member of a small team and a positive, problem-solving approach
- Understanding of the value of involving people needing care and their families at all stages of the policy and campaigning process, to bring their voices to the heart of the debate
- Excellent IT skills and a good knowledge of Microsoft Office programmes

### Desirable criteria:

These are 'nice to haves' – you may reference these in your cover letter too

- Knowledge of the UK political landscape
- Experience of working with older people needing care or their relatives
- Experience of managing social media accounts on Facebook
- Experience of working for a small charity

### Other requirements:

- A strong commitment to equality, diversity and human rights
- Entitlement to work in the UK
- Ability and willingness to work to local policies and procedures, including confidentiality, safeguarding, lone working and health and safety
- Successful applicants will be required to undergo a Disclosure and Barring Service check

## How to apply

To apply, please submit the following to Alice Wood at Charity People, alice@charitypeople.co.uk, by 9am on Monday 22nd June.

Your CV and a cover letter that addresses the following three questions:

1. Why do you want to apply for this role at Care Rights UK? 300 words max
2. How do your skills and experience make you an ideal candidate for this role? (checking against the person specification) 500 words max
3. Please highlight an example where you have achieved success in any of your previous roles. Why have you chosen it, why is it relevant to this role? 400 words max

The cover letter plays a key part in our selection process. We use the information you provide in the letter about your skills and experience to decide whether or not to invite you for an interview.

We ask candidates not to use generative AI to create their cover letter. We want to hear about your skills and experience in your own voice. Applications written with generative AI are unlikely to get through our sifting process. Your unique perspective and story matter, and we'd love to hear it!

"Working with my colleagues at Care Rights UK is a such an honour. The shared values, enthusiasm and passion of staff, volunteers and those that support the charity to bring about change is perpetually inspiring. Expanding our dedicated team is a really exciting time, and hope that you will join us."
Emma Williams, Advice and Programmes Manager at Care Rights UK

**Closing date:**
**9am, Monday 22nd June 2026**

Interviews will take place in late June/early July (date and time to be confirmed with shortlisted candidates). Interviews will be one stage and held online (via Zoom).

Disability and adjustments
Please let us know if you require any adjustments to be made to the application process or would like to provide any information you wish us to take into account when we are considering your application.

Hearing from us
As a small charity, unfortunately we will be unable to reply to all candidates about their application. If you haven't heard from us by 30 June, please assume that your application has not been shortlisted on this occasion.

## About Care Rights UK

### Our vision
The best quality of life for older people needing care.

### Our purpose
Care Rights UK is your care champion, the charity focused on promoting the rights of older people in care.

We want people to know their rights and how to use them. We offer information, advice and support to empower people using care services and the relatives and friends who help them.

As a community of families and experts, we fight for better lives for people in care. We challenge poor care, highlight good practice, and demand a better care system.

## Our values

**Well-informed**
We value knowledge, particularly from people's every day experiences of care and support services. We are trusted for our expertise on care and rights, and for our integrity.

**Independent**
We're proud of our independence. It gives us the freedom to speak out, adapt to changing circumstances and work with others to make care services better.

**Courageous**
We fight for change where it's needed so that people who need care and support have their rights respected.

**Empowering**
We value each other and are more powerful together. We listen and we support one another. Our community makes us stronger.

## More information

Information about our staff team and Board of Trustees is available on our website.

Information about our three-year strategic plan is on our website.

If you would like an informal chat to learn more about the role, please contact us on team@carerightsuk.org or call 0207 359 8148.

We wish you the best of luck with your application and look forward to hearing from you.

"Leading our small, dedicated, friendly team is a real privilege. As we seek to grow our supporter base and push for a better care system, now is an exciting time to join us. We are looking forward to welcoming a new member to the team."
Helen Wildbore, CEO of Care Rights UK