



Headway
East
London



**Communications Officer
Application Pack**

Job Details

Job Title:	Communications Officer
Location:	Headway East London 238-240 Kingsland Road, London E2 8AX
	Hybrid working option, minimum of 2 days per week working in person at the office
Responsible to:	Communications and Marketing Manager
Contract:	Permanent
Hours	21 hours per week
Salary:	£30,900 (£18,540 after pro rating)

About Us

Headway East London (www.headwayeastlondon.org) is a charity supporting people living with brain injury.

Working across 13 London boroughs we provide specialist support and services for survivors and their families. We offer therapies, advocacy, family support and community support work alongside our day service: a community venue where people can make the most of their abilities and interests.

Our vision is to build a community where people with brain injury are valued, respected and able to fulfil their potential.



About the Role

We're looking for a creative and values-driven Communications Officer to support and develop the voice of Headway East London – working with our community of brain injury survivors, volunteers, and staff to co-produce content that shares our stories, increases awareness and broadens our reach.

You'll play a central role in promoting our services, supporting income generation, and amplifying the voices of our members through a range of marketing and communications activity. You'll balance digital know-how with a collaborative approach, developing accessible, engaging content across channels including our website, social media, e-newsletters, and print materials.

Working with the Communications & Marketing Manager, you will help to shape the tone and direction of our communications, strengthen our brand, and find innovative, authentic ways to engage our community and reach new audiences.

This role is ideal for someone who is passionate about inclusion and creativity – someone who can shape compelling messaging and develop an engaging calendar of content, while working collaboratively to ensure our communications reflect the unique identity, voices, and values of our organisation.



Key Responsibilities

Marketing & Communications Delivery

- Deliver and support the implementation of our communications and marketing strategy across all channels (digital and print).
- Support a regular calendar of activity across social media platforms (Instagram, Facebook, LinkedIn, BlueSky, YouTube) to maintain and grow a network of online supporters.
- Support on maintaining and developing content for the Headway East London website (using WordPress and Elementor), including blog posts, service pages and events.
- Create engaging, relevant and accessible content including copy, video, photography, audio and graphics (using Canva), in line with brand guidelines and accessibility principles.
- Co-ordinate monthly e-newsletters and other communications using Mailchimp to a variety of audiences
- Collaborate across departments (including therapies, volunteering, fundraising and casework) to identify communications needs and deliver high-quality marketing materials.
- Co-ordinate production of branded marketing material with suppliers, ensuring design is in keeping with the organisational style, on time and within budget.

Community & Co-Production

- Work with our members (services users - people with brain injury), volunteers and staff to co-create content that reflects their voices and experiences.
- Ensure accessibility is embedded in all communications, including use of plain English, inclusive visuals, and a variety of formats.
- Engage the wider Headway East London community in developing campaigns, storytelling, and communications planning.

Campaigns, Partnerships & Income Generation

- Support fundraising and development teams to plan and deliver digital campaigns that increase donations, engagement and awareness.
- Explore opportunities for brand development, partnerships and earned media that align with our values and strategic priorities.
- Maintain and strengthen relationships with local and national media outlets and stakeholders.

Internal Communications

- Support internal communication needs across the organisation, helping teams stay informed and connected across multiple sites.
- Help develop internal resources and templates that enable teams to produce consistent, values-led communications.



Key Relationships

- **Internal:** Members (service users), Volunteers, Day Service Co-Ordinators, Service Leads of Departments, Director of Fundraising
- **External:** Public Audiences, Partner Organisations, Contractors e.g. Website Developers, Graphic Designers, Press

Health & Safety

- Comply with safe working practices as outlined in Headway East London policies.
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.
- Comply with GDPR guidance as outlined in Headway East London policy and report any breaches as soon as reasonably practicable.



General

- Be aware of and adhere to Headway East London policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other departments to achieve good outcomes for our members.
- Attend training courses and complete online training modules as required to meet the requirements of the post.
- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role or necessary for the smooth running of the organisation.

Other

- Apply the Headway East London values and behaviours to every aspect of the role at all times.
- Protect and enhance the interests and reputation of Headway East London internally and externally.
- Commit to the organisational principles of:
 - coproduction
 - equity, diversity and inclusion
 - sustainability



Person Specification

Criteria	Essentials	Desirable
Qualifications and training		<ul style="list-style-type: none"> Relevant education or qualifications e.g. in Digital Marketing
Experience	<ul style="list-style-type: none"> Significant experience working in communications, content production or marketing. Significant experience of stakeholder engagement, including service users and external partners. Experience in creating branded assets. Experience of producing communications and marketing materials in a variety of formats, including photography, audio and video. 	<ul style="list-style-type: none"> Experience working with people with acquired brain injury. Experience of creating effective paid and organic marketing campaigns. Experience of data management and analytics.
Knowledge	<ul style="list-style-type: none"> Strong understanding and confident user of social media – including Instagram, LinkedIn, Bluesky, Facebook and YouTube. Proficiency in IT tools (e.g., Microsoft Office) and design software such as Canva, Adobe Photoshop and Illustrator 	<ul style="list-style-type: none"> Understanding of brain injury. Understanding of the values underpinning our work.

Criteria	Essentials	Desirable
Skills	<ul style="list-style-type: none"> Excellent copy writing, editing and proofreading skills with a thorough knowledge of good grammar and using brand guidelines. Excellent verbal communication skills, adapting style to engage different stakeholders. Ability to prioritise, manage multiple tasks simultaneously and meet deadlines. 	<ul style="list-style-type: none"> Experience of working to and achieving targets.
Personal attributes	<ul style="list-style-type: none"> Enthusiastic and motivated. Ability to work in ways which promote equity, diversity and inclusion. Commitment to continuous professional development. Adaptable and able to work with enthusiasm and humour. 	<ul style="list-style-type: none"> Commitment to the value of co-production and collaborating with communities to co-create your work.



Criteria	Essentials	Desirable
Additional requirements	<ul style="list-style-type: none"> Occasional work on evenings and weekends (time off in lieu will be given). This post will be based at our centre in Hackney, but occasional travel may be required across London. This post is subject to an enhanced DBS check. 	

The above job description is not exhaustive but an indication of the duties the post holder may undertake and will be subject to review.



To apply

The deadline to apply is 9:00 am, Monday 2nd February 2026.

Interviews will be held **week beginning 16th February 2026**.

Please send your **Application Form** and voluntary **Equal Opportunities Monitoring Form** to recruitment@headwayeastlondon.org

For further information about the role and Headway East London, please contact the **Communications and Marketing Manager, Aimee-Lee Abraham**, on: aimee-lee.abraham@headwayeastlondon.org or call on **020 7749 7790**.

No agencies please.

Headway East London is an Equal Opportunities Employer and we are committed to ensuring that all staff are motivated, skilled and rewarded by their work. We welcome applicants regardless of race, religion or belief, colour, national origin, sex, sexual orientation, disability, age and other protected status as required by law. We promote and protect human rights; they are the foundation of what we do.

We want to be an inclusive place where a diverse mix of talented people want to come and contribute their unique strengths and perspectives. We are focused on equality and believe that all the fascinating characteristics that make us different, make us more able to deliver our life-changing work with passion and creativity.

