

Communications and Policy Officer – Job Description

Job title	Communications and Policy Officer
Location	Our main working hub is in Sheffield, South Yorkshire. All staff have the freedom and flexibility to work in a hybrid way, combining face to face and home working. However we do require all staff to travel to Sheffield regularly for meetings, workshops and events at least twice per month. Travel to Sheffield to fulfil your role duties is considered normal commuting and the costs or time will not be reimbursed.
Hours	Full time working 37.5 hours per week. Scope for flexible working (e.g. condensed hours, 9 day fortnight).
Reports to	Digital Communications Manager
Staff responsible for	N/A
Date	July 2026
Salary	£28,000 – £30,000, depending on experience
Type	Permanent

Benefits	• 30 days holiday per year plus statutory bank holidays • 10% Employer contribution to a personal stakeholder pension scheme (when you contribute 5%) • Option to exchange 5% of your pension contribution for a 4.11% salary increase (offered as an opt in programme twice a year) • Up to £250 contribution for work related training • Life assurance (4 x salary) and income protection • Enhanced sickness and maternity pay (subject to qualifying criteria) • Confidential Employee Assistance helpline • Flexible working hours and hybrid working • All employees with contracts of six months or more are invited to be a Member of the Good Things Foundation Staff Led Mutual. This gives you voting rights for Staff Board Directors and at the AGM (Annual General Meeting)
Job Purpose	Good Things Foundation is the UK's leading digital inclusion charity, working to ensure everyone can benefit from digital. We believe everyone should have digital connectivity, access and skills so that they can participate fully in today's society. We're seeking a Communications and Policy Officer to join our dynamic Communications, Campaigns and Advocacy team. This is an exciting time to join Good Things, as we engage a broader political audience with our communications and advocacy. You'll help us advocate for fairer digital systems, deliver digital inclusion support at scale, and build the evidence base for tackling digital exclusion — telling the story of our impact in ways that reach new audiences and move the dial on the digital divide. This role is key to ensuring that lived experience and community voices are central to our communications and advocacy. Bringing together data insights and real-life stories, the Communications and Policy Officer will support compelling campaigns, making the case for change. Working alongside a friendly, creative team, you'll craft content across multiple channels – from social media and email campaigns to press releases and web copy – that builds engagement and strengthens our

mission to tackle digital exclusion.

We're looking for someone who brings exceptional organisational skills, creative flair, and proven experience in behaviour change campaigns and inspiring storytelling. In return, you'll develop your expertise in digital communications, campaigns, PR, policy and advocacy while contributing to work that genuinely changes lives.

We welcome applications from candidates whose professional and personal experience will bring new perspectives, understanding and capacity to the organisation; and who are ready to rise to the opportunities of this role.

Key Objectives and Responsibilities

The primary purpose of the Communications and Policy Officer will be to bring Good Things' work to life through compelling content and storytelling, both internally and externally, building understanding of and support for digital inclusion. This role is about actively creating and sharing the story of our impact, elevating the voices of the communities we support, and ensuring our messaging is consistent and compelling across every channel.

- **Multi-channel content creation** – Produce creative and compelling written, visual and video content across websites, social media, email newsletters, press releases, blogs, case studies, and marketing materials, working collaboratively with teams organisation-wide.
- **Campaigning and influencing** – Working with the wider Advocacy team to develop compelling campaigns for our policy and public affairs work. Elevate our key policy asks: bringing the voices of communities and lived experience along with our data to make a compelling case for change, through lean and targeted communications.
- **Internal communications** – Work collaboratively with the wider team to provide communications support. Ensure your colleagues are united in their messaging and are supported as the spokespeople and subject matter experts and advocates to make the case for digital inclusion.

- **Social media management and digital engagement** – Oversee our social media channels with creative strategies to reach new audiences, create engaging campaign content, and keep stakeholders informed across all digital platforms.
- **Storytelling and impact communication** – Plan and attend story gathering visits, finding and developing case studies that tell the story of digital exclusion, bringing it to life, whilst demonstrating our impact, creating storytelling content that articulates our vision and celebrates our progress.
- **Media relations and press** – Support media enquiries, assist with press releases and proactive media coverage, pitching to modern media publications, seeking new target platforms and undertake environmental scanning to maintain records of statistics, citations and sector-relevant news.
- **Partnerships and Fundraising support** – Work with business development colleagues to provide communications support, including marketing materials, event delivery and attendance to develop external stakeholder relationships.
- **Content performance and reporting** – Track the impact of all communications activities and provide regular reporting to the team and wider organisation to ensure continuous learning and development.
- **Flexible communications support** – Undertake any additional activities that fall within the communications function to support Good Things’ mission and strategic goals.

Person Specification

Good Things Foundation Behaviours	• We are collaborative • We are positive • We are creative • We are people focussed • We are curious These behaviours reflect us as an organisation and focus our work inside Good Things Foundation and our relationship with partners.
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Criterion

We recognise that everyone has the potential for growth, and we welcome applications from candidates who can demonstrate that they have some, but not necessarily all, of the experience and personal attributes listed here.

Experience	Essential • At least two years' experience in a digital marketing or communications role (this can be from working in any sector – public, charity or commercial) • Copywriting for a range of audiences • Coordinating professional social media accounts, including LinkedIn, Facebook, Instagram, X and TikTok • Producing and creating email newsletters • Coordinating delivery of communications outputs across multiple channels • Using creative tools to design content for digital channels, our tools include Canva and Adobe Photoshop, InDesign and Premiere Pro • Collecting data to support monthly reporting • Working under tight deadlines and managing multiple projects independently Desirable • Collecting and editing video content to create engaging films or animations • Running paid search and social media ads • Experience in bringing together data and insights, and voices of lived experience in behaviour change campaigns
Personal attributes	• Confident communicator • Ability to think innovatively • Excellent time management and ability to prioritise • Adaptable, flexible and resilient • Works well in a fast-paced environment • Active user of tech, data and management information • Able to think creatively and identify solutions to problems, bringing a clear user focus • Commitment and alignment to Good Things Foundation's objectives, goals and values

Knowledge and skills	• Excellent written skills for web, stories, social media, email and offline channels • Strong organisational skills, project management and a keen attention to detail • Graphic design skills for different channels including social media; understanding what's suitable and gets the best engagement for each platform or channel • Knowledge of analytic tools such as Google Analytics Desirable • Knowledge of CMS systems and social media tools such as Wordpress, Magnolia and Sprout Social • Understanding of SEO • Knowledge of Mailchimp
Education & Qualifications	Desirable • Industry accreditation such as CIM • Certifications for specific relevant skills such as Google Analytics 4, SEO
Other requirements	• To demonstrate a commitment to safeguarding vulnerable adults • To comply with our organisational Safeguarding Policies and Procedures • To satisfy our pre-employment checking process (see below) • To comply with our information security and data protection policies and procedures • The role holder must share Good Thing Foundation's commitment to equity, diversity and inclusion and accessibility, and we would particularly like to hear from candidates whose professional and personal experience will bring new perspectives, understanding and capacity to the organisation

Equity, diversity and inclusion is at the heart of Good Things Foundation's vision for a world where everyone benefits from digital. We believe that digital technology can support equality of opportunity, and ensure everyone can participate fully in today's society. Working towards this vision is only possible if Good Things Foundation is an organisation that is diverse and inclusive of all people. Our organisational values underpin our equity, diversity, and inclusion commitments. It is only through promoting inclusion that we can truly embody its values of being

people-focused and collaborative. Being creative is a core value for Good Things Foundation and we understand that having a diverse workforce drives innovation and creativity. As an organisation, we are committed to ensuring that individual contributions are encouraged and valued. We recognise the significant benefits that can be achieved from striving towards a workforce that represents our partners in thousands of communities across the UK and further afield.

Safeguarding Statement and Pre-Employment Checks

Here at Good Things Foundation, we work with vulnerable adults and are fully committed to ensuring their safeguarding and welfare at all times, in line with our Safeguarding Policy and Procedures. All of our employees, contractors and volunteers will be expected to comply with the policy and procedures. Upon a conditional offer of appointment being made, all employees will also be required to satisfy our pre-employment screening process which for this position, will include:

- An identity check (photo ID)
- Receipt of two satisfactory references
- Documentary evidence of right to work in the UK
- Potential Disclosure and Barring Service (DBS) Standard check.
- Potential Social Media Screening