



Head of Communications & Digital Engagement



Candidate Pack

- Location:** Hybrid working, working two days a week from Ronald McDonald House or Office
- Salary:** £60,000 per annum
- Contract:** 6 Month fixed-term contract, full-time, 35 hours/5 days a week
- Reports to:** Associate Director of Mass Engagement
- Closing date:** Sunday 17 August 2025, midnight

Job role:

This is a pivotal leadership role responsible for shaping and delivering a bold, integrated brand, communications, and digital engagement strategy. The postholder will lead a team to grow awareness, deepen supporter engagement, and drive income and influence through compelling storytelling, digital innovation, and strategic communications.

You will be the guardian of the charity's brand, ensuring consistency and resonance across all channels, while leading digital mobilisation efforts to inspire action and build long-term relationships with supporters, partners, and the public.

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Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

'Our mission at Ronald McDonald House Charities UK is rooted in a deep understanding of the emotional and practical challenges families face when their child is in hospital.

We are committed to helping families cope and providing the support they need throughout their child's medical journey. For thousands of families each year, specialist medical treatment is far from home and without us families are forced into a long daily commute, or to sleep on hospital chairs, in their cars, or where available on a pull-down bed.

As the leading provider of family accommodation, we have a network of 14 Houses across the UK that provide a haven, accommodating 530 families each night – allowing parents and siblings to stay together. And we welcome thousands more each year into our Houses to use the communal facilities to rest, refresh and recharge for the following day by their child's bedside.

There is huge unmet demand and we want to serve more families as well as serve them better with an expanded programme of support for their practical and emotional needs.

We are excited to welcome like-minded individuals who share our passion and values. We hope you'll consider joining our team to help us achieve our vital mission.'



Louise Firth, Director of Engagement

'At Ronald McDonald House Charities UK, engagement means building meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our approach.

We know we can't deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

Our new five-year Impact Strategy marks a major milestone in the charity's evolution – a bold and visionary commitment to serve more families and serve them better. As our very first organisational impact strategy, it represents a unique moment in time and sets the tone for an ambitious new chapter.

Last year, I had the privilege of joining Ronald McDonald House Charities UK to lead a new directorate that brings together income generation, marketing, and communications. Since then, I've undertaken a review of the team and developed a new Engagement Strategy to support our ambitious growth plans.

The next chapter of our transformation is focused on strengthening the team, and I'm thrilled to be reshaping our structure to reflect our aspirations. I'm also incredibly proud that our Board of Trustees is aligned with and supportive of this vision. With their encouragement, we're introducing several new roles that will bring fresh energy, talent, and perspective to our work.

By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do.

If you share our commitment to supporting families with children in hospital and want to be part of this exciting new phase in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission—and how, together, we can make a lasting impact.'

Why work for Ronald McDonald House Charities UK?

► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and service them better](#).

► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.



[Watch one of our family stories](#)



[Read our family blogs](#)



Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

About the role

Key responsibilities:

Strategic Leadership

- Develop and implement brand, communications, marketing and digital engagement tactical strategies aligned with new Engagement Strategy.
- Lead a cross-functional team covering digital, brand, media, content, and campaigns.
- Champion a culture of creativity, collaboration, and data-driven decision-making.

Brand & Communications

- Act as brand guardian, ensuring consistent messaging and visual identity across all touchpoints.
- Lead the development of impactful campaigns that raise profile, shift perceptions, and drive engagement.
- Oversee media relations, crisis communications, and ambassador/influencer engagement.
- Ensure all communications reflect the charity's values, voice, and commitment to equity and inclusion.



Digital Engagement & Mobilisation

- Lead the delivery of digital mobilisation strategies to grow reach, income, and influence.
- Oversee digital channels including websites, email, social media, and content marketing and ensure planforms work together frictionlessly.
- Establish measurement framework for all digital activity aligned to organisational impact strategy.
- Use insights and analytics of (growth, income & action) data to drive improvements and optimise performance and supporter journeys.
- Collaborate and upskills colleagues across the wider Engagement team, and service delivery teams to align digital efforts with organisational priorities.

Team & Budget Management

- Inspire, support, and develop a team.
- Manage departmental budgets, KPIs, and reporting frameworks.
- Build strong relationships with internal stakeholders and external partners, including agencies and suppliers.

Knowledge and experience:

- Significant experience in digital engagement leadership roles.
- Keep abreast of rapid pace of digital change, curious around emerging trends.
- Experience in senior brand, communications, or marketing roles.
- Proven track record of delivering integrated strategies that drive engagement, income, and influence.
- Strong understanding of digital mobilisation, content strategy, and audience development.
- Experience managing media relations, crisis communications, and high-profile campaigns.
- Familiarity with the charity sector and values-led communications.
- Strategic thinker with excellent leadership and project management skills.
- Exceptional communicator with strong editorial judgement and storytelling ability.
- Data-literate and insight-driven, with a focus on continuous improvement.
- Collaborative, inclusive, and committed to equity, diversity, and belonging.
- Passionate about social impact and the power of communications to drive change.



Our employees



Jasmine's journey

House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



66 I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team — an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.



Lily's journey

Lead Challenge Events Officer to Senior Events Fundraiser

Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



66 Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.



How to apply for the role



Jessie Hughes from The Talent Set is the exclusive recruitment partner for this campaign.



To submit your application, please email:
Jessie@thetalentset.co.uk

The Talent Set are committed to diverse and inclusive recruitment practises that ensure equal opportunity for everyone, regardless of race, sexual orientation, mental or physical disability, age or gender. We encourage applications from all backgrounds and will happily make adjustments to always ensure a fair process.

To discuss the role before applying:



0203884 5988



Jessie@thetalentset.co.uk

► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

