

Job description: Head of Communications

Job title	Head of Communications
Salary:	£63,900 – £71,000
Reports to:	Director of Fundraising
Line reports:	Leadership of the Communications Team
Key relationships:	**Internal:** SLT, CEO, Trustees, Partnership Heads, Director of Individual Giving. **External:** funding partners (companies, foundations, philanthropists), Ambassadors and influential supporters, refugee storytellers, agency partners, UNHCR global and country offices.
Contract type:	Permanent
Location:	WeWork, 1 Mark Square, London EC2A 4EG Note: We operate a hybrid working policy with at least 1 mandatory office attendance day per week.
Date created/ last amended:	October 2026

WHO WE ARE AND WHAT WE DO

United Kingdom for UNHCR is the United Nations Refugee Agency's national charity partner for the United Kingdom. We raise funds that enable UNHCR to support refugees and displaced communities as they rebuild their lives, access protection, and pursue opportunities for the future.

Our supporters include UK private individuals, communities, corporate partners, trusts and foundations. The funds we raise help UNHCR deliver emergency relief such as shelter, medical care and basic supplies to people fleeing conflict and persecution, as well as healthcare, education and livelihoods opportunities for those who remain displaced over the long term.

Nobody chooses to be a refugee, but we can all play a part in their protection, and we want those who work with us to share our values and passion for the cause.



DIVERSITY, EQUITY, INCLUSION AND BELONGING

We strongly value diversity and recognise that it is critical to our success and the cause that we serve. We are committed to providing an inclusive environment for all who work with us and strongly welcome applications from diverse backgrounds, particularly those with lived experience of being a refugee, asylum seeker, internally displaced person, or a stateless person.

UK for UNHCR is proud to have a Diversity & Inclusion Working Group. The Diversity & Inclusion Working Group is a group of colleagues focusing on tasks that drive action in the implementation of our D&I Approach. The group also works to create safe spaces that brings colleagues together for events, discussions and learning experiences that celebrate and support diversity and tackle barriers to inclusion.

JOB PURPOSE

The Head of Communications will lead a fundraising-embedded communications function focused primarily on strengthening UK for UNHCR's position as a partner of choice for transformational philanthropy, foundation, faith-based and corporate partnerships.

The role will use strategic communications, partnership thought leadership, media and ambassador/influencer engagement to build credibility, deepen relationships, create new partnership opportunities and support long-term income growth with our target audiences.

While a core focus is high-value partnerships, the role will also support Individual Giving through media and ambassador activity that strengthens public fundraising campaigns.

The postholder will bring strong commercial mindset, with expertise and understanding of how communications activity drives partner and donor engagement and supports long-term income growth. The postholder will also demonstrate a strong connection to UK for UNHCR's values and to our commitment to keeping the refugee voice at the heart of our communications.

Please note: our website and social media platforms (outside of LinkedIn) are managed by a Digital Engagement Team within our Individual Giving department. The Digital Engagement Team focuses on building the digital capability, platforms, products and digital audience engagement that enable Individual Giving to achieve its fundraising ambitions.

ROLE RESPONSIBILITIES

Partnership Thought Leadership, Strategic Content & Positioning

Lead a partnership thought-leadership programme that positions UK for UNHCR as a credible, ambitious and distinctive partner for philanthropists, foundations, companies and faith-based funders. This pillar aims to strengthen the retention and growth of existing partnerships while increasing UK for UNHCR's visibility and attractiveness to prospective partners.

Responsibilities include leading the team to:

- Develop communications that help generate, progress and steward transformational partnership opportunities, working closely with fundraising colleagues across corporate partnerships, philanthropy, foundations and faith-based giving.
- Develop communication, storytelling and recognition strategies that demonstrate partnership impact and support partner retention, renewal and growth.
- Own and continuously evolve UK for UNHCR's overall external partnership narrative and messaging, ensuring it remains distinctive, credible and compelling to current and prospective partners.
- Identify opportunities to position senior leaders and UNHCR colleagues as thought leaders through speaking opportunities, opinion pieces, industry events and sector engagement.
- Lead a LinkedIn strategy that recognises partners and positions UK4U with priority partnership prospect audiences.
- Develop partnership communication plans that maximise opportunity and visibility and manage reputation risk.

Media Relations, PR & Crisis Communications

This pillar aims to maximise media opportunities for UK4U to reach defined target audiences.

Responsibilities include leading the team to:

- Develop and deliver an integrated media and PR strategy focused on reaching agreed priority partnership and individual giving audiences.
- Build strong relationships with media and secure high-quality national, regional and sector coverage.
- Maximise media opportunities linked to the news agenda, fundraising appeals, partnership announcements, major events and thought leadership activity.
- Prepare and support spokespeople, including senior leaders, ambassadors and partners.
- Develop a network of contacts across UNHCR offices to deliver storytelling for media.

Ambassador & Influencer Relations

Lead the team to develop and manage ambassador and influencer activity that is strategically aligned to fundraising priorities, including partnership cultivation, campaign moments and high-profile stewardship opportunities.

Responsibilities include leading the team to:

- Work with UNHCR's Global Ambassador's team to maximise opportunities for global ambassadors to support fundraising.
- Establish and then steward a group of UK4U ambassadors, high-profile supporters, and influencers that can help reach fundraising audiences.
- Oversee our work with our refugee storytellers and people with lived experience, ensuring all storytelling is ethical, safe, content-based and dignified and aligned with UK4U and UNHCR standards.
- Build strong relationships with ambassadors to maximise long-term engagement.
- Ensure ambassadors are well briefed and supported in representing the charity.

Leadership & Collaboration

- Develop, lead and evolve an integrated communications and brand strategy and positioning aligned to fundraising audiences and priorities.
- Provide inclusive, empowering leadership to the Communications team: setting a clear vision while creating a culture of empowerment, accountability and positive wellbeing.
- Champion and role model UK for UNHCR's values, diversity and inclusion, and that refugee voices are at the centre of our communications and identity
- Operate as a senior leader within the Fundraising Directorate, ensuring communications planning is fully integrated with fundraising strategy, pipeline priorities, donor stewardship, partnership development and campaign moments.
- Use audience insight, partner feedback and fundraising priorities to determine where communications investment will have the greatest impact on long-term income.
- Oversee KPIs, monitor performance and demonstrate the contribution of communications activity to fundraising objectives.
- Manage communications planning, budgets and external agencies.
- Lead reputation management and crisis communications planning and response, advising SLT and Trustees where required.
- Ensure consistent messaging, tone of voice and brand standards across all communications.
- Build proactive relationships with senior stakeholders across UNHCR's UK brand office, regional and global teams in support of our Communications strategy.

The above list is not exhaustive, and the post holder may be required to perform duties that are not detailed above.

PERSONAL ATTRIBUTES AND EXPERIENCE

Essential experience	• Significant senior experience in partnership/B2B communications or partnership/B2B marketing, with a proven track record of supporting partnership growth and relationship-based income generation through communications. • Experience developing communications, positioning and thought leadership strategies aimed at corporate, philanthropic, institutional or high-value fundraising audiences. • Demonstrable experience developing communications strategies that support income generation. • Experience developing effective media strategies, including building relationships with journalists and securing high-quality coverage • Strong crisis communications experience • Experience managing high-profile stakeholders, ambassadors, influencers or public figures. • Experience leading a team, with high wellbeing, empowerment and accountability. • Demonstrable experience advising senior leaders and acting as a trusted communications adviser during high-profile or sensitive issues.
Essential knowledge (incl. qualifications if relevant)	• Strong knowledge of how strategic communications, media, thought leadership and brand positioning support fundraising, partnership development and long-term income growth. • Good knowledge of the UK media, corporate partnership, philanthropy and charitable fundraising landscape
Essential skills	• Strong commercial acumen, including the ability to understand partner motivations, translate communications activity into fundraising value, and prioritise activity according to income potential, reputational value and strategic fit. • Experience of developing focused audience-led strategies for communications. • Excellent strategic storytelling, content development and messaging skills. • Outstanding written and verbal communication skills. • Ability to build trusted relationships with senior leaders, partners, fundraisers and external stakeholders.

Desirable Knowledge/Skills/Experience

- Experience working within complex or international organisations
- Experience within the charity or not-for-profit sector.
- Experience working with an international development or humanitarian cause.
- Lived experience of or a strong affinity to the refugee cause

