



Communications and Brand Manager - Partnerships

Location: Fully remote with flexible working arrangements
Salary: £39,742 per year FTE, dependent on experience
Contract: We are open to this role being part time (0.8FTE minimum preferred) or full time.
We offer fully flexible working.
Closing date for applications: 12th July

Due to high numbers of applications, prior to interview we plan to carry out initial screening calls with prospective candidates before selection for interview. We will be asking about your reasons for applying and how you think your skills and experiences align to the role.

First interviews: w/c 22nd July
Start Date: ASAP

About the Warm Welcome Campaign

Founded in 2022, the Warm Welcome Campaign wants everyone in the UK to find a place of belonging and reconnection at a Warm Welcome Space near their home. We have a bold purpose to enable a more deeply connected society where we all have free access to welcoming community spaces.

We resource, connect and champion a network of over 6,300 Warm Welcome Spaces and bring together a growing coalition of local, regional and national partners representing the worlds of charity, faith, business, government and philanthropy. By working together, we can unlock the power of community spaces made by and for everyone, creating a thriving network of hope and reconnection fuelled by human warmth.

We're working hard to reach everyone with the message that a Warm Welcome is waiting for them just around the corner, all through the year.

Throughout all our work and within our team we live out our values of being inclusive, collaborative and courageous and our personality that is friendly, adventurous and uplifting.

It's an important moment for us - we have launched a five-year strategy, our 100% Pledge Campaign and an established programme of corporate events. We have also successfully delivered Warm Welcome Week for two years in collaboration with a wide range of partners and are looking forward to continuing to build on this success.

The Opportunity

This is an exciting opportunity for an experienced and creative Communications and Brand Manager (Partnerships) to join a small, friendly and ambitious team in a varied role with genuine opportunity for development and impact. The Communications and Brand Manager (Partnerships) is primarily fundraising focused, delivering compelling communications strategies to support individual giving, fundraising events and our growing number of Corporate Partnerships, including Sky, Co-op, National Grid, OVO, Cadent, UKPN, Barratt Redrow and SGN. The role will specialise in maximising brand impact and income-raising potential.

Warm Welcome Spaces | www.warmwelcome.uk | info@warmwelcome.uk |

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The role sits within the growing Communications Team, which is led by the Director of Communications and includes the Communications Manager and Communications Assistant.

Reporting to the Director of Communications, the postholder will play a key role in telling the Warm Welcome Story for positive change, raising awareness to grow the brand and creating campaign strategies to support income generation.

We are looking for someone who is highly organised, agile and collaborative, whilst bringing creativity and initiative to their work. Relationship building will be key, working with a wide variety of high-profile corporate partners, stakeholders and ambassadors. You will be an excellent brand champion with the skills to develop stand out creative ideas for partnership campaigns, awareness campaigns and activations. While the role is primarily fundraising focused, you will support the delivery of the wider Warm Welcome Communications Strategy.

In this role, you will work across all aspects of communications strategy including, PR, events, brand asset development, storytelling, digital marketing, and campaigns.

- Act as the primary communications adviser for the fundraising team, including the Corporate Partnerships Manager and corporate partners, identifying communications opportunities and advising on strategic messaging, content, PR and tactics.
- Manage the development and execution of communications strategies for Warm Welcome's flagship partnerships, specialising in maximising brand impact and income-raising potential.
- Deliver communications strategies to inspire audiences and support organisational goals, working closely with colleagues across the Communications and Fundraising, and with external partners.
- Develop stand out creative ideas for campaigns and activations to shape and deliver integrated activities that cut through, including Warm Welcome Week.
- Act as a brand ambassador, advising and supporting the team to deliver brand-aligned messaging and content. Plus, crafting messaging and designing brand assets, marketing materials, presentations and resources.
- Create content to show the impact of Warm Welcome Spaces, including delivering hard-hitting press releases and impact reports.
- Create content for social media channels, website and digital newsletters.
- Develop case studies and organise photoshoots to tell the Warm Welcome story for positive change.
- Support the delivery of the Patrons and Ambassadors Strategy.



- Help manage the systems and processes needed for effective partnership and stakeholder management, including CRM use, reporting and tracking.
- Work collaboratively with colleagues across the Warm Welcome Campaign to connect partners with Warm Welcome Spaces and activities across the UK.
- Contribute to wider communications activity and team objectives.

Person Specification

Essential Experience

- Proven experience designing and executing high-impact brand or corporate partnership communications plans, ideally for a non-profit organisation.
- Strong track record of developing and delivering integrated communications campaigns across multiple channels, targeting a range of audiences.
- Highly collaborative and able to build strong relationships with internal and external stakeholders.
- Proven experience of crafting messages and stories.
- Experience creating brand assets using Canva or similar tools.
- Experience of crafting compelling content for press releases and liaising with journalists.
- Strong track record of delivering content for digital media channels.
- Experience managing multiple priorities and deadlines effectively.
- Experience of monitoring and evaluating communications impact, using data and insights.

Desirable Experience

- Experience using CRMs or databases for relationship management and reporting.
- Experience working within the charity, community or social impact sector.
- Experience of delivering patrons and ambassadors programmes.
- Experience of developing new brands.

Abilities and Understanding

- Ability to brief, critique and develop creative work constructively, with a good eye for brand, design, film and photography.
- Strong relationship-building and communication skills.
- Ability to communicate confidently and professionally with a range of audiences.
- Ability to manage competing priorities and work independently.



- Strong organisational skills and attention to detail.
- Understanding the importance of accurate record keeping and effective systems.
- Ability to work collaboratively within a small and fast-moving team.
- Confident using Google Workspace, Microsoft Office and CRM systems.

Competencies and behaviours in our team

The core competence of everyone in our team is the ability to build trusted relationships among people with diverse perspectives and backgrounds. We are looking for people who are:

- Committed to the power of relationships to facilitate social change
- Collaborative, inclusive, ambitious, aligning with our core values
- Self-starter with high level of commitment, energy and motivation
- Curious and show initiative, with problem-solving skills and an ability to learn quickly and adapt to a rapidly changing context
- Calm under pressure, and can adapt quickly in a fast-paced environment
- Willing to pitch in to help other team members if needed
- Organised with effective time management skills.

Working Arrangements

- Current members of the team are based across the UK, with some in London, Reading, Bristol, Manchester, York and Northern Ireland. Applicants must be able to travel to Bristol once a month for a Tuesday full team meeting. Given the nature of this role we would also expect the applicant to carry out a reasonable amount of travel to both Warm Welcome Spaces and partners across the UK.
- This role is fully remote, with flexible working arrangements.
- All employees, volunteers, partners, suppliers and consultants working with GFP are expected to adhere to our Code of Conduct and safeguarding policies. GFP's commitment to safeguarding means we seek to ensure that no harm comes to people as a result of contact with the organisation's programmes, operations or people.
- You will need to have the right to work in the UK.

How to Apply

- To apply for the role, please use the CharityJob link or send a cover letter (max 2 sides of A4) which specifically addresses the requirements listed in the person specification, along with a CV, as we will use this to shortlist applications. Email these to info@warmwelcome.uk with 'Application for Warm Welcome



Communications and Brand Manager - Partnerships role'. Applications must be received by 12 July.

- For more information, see www.goodfaith.org.uk/ www.warmwelcome.uk/

Diversity and inclusion

We recognise the enormous benefits and the social imperative of bringing together diverse groups. We therefore warmly welcome applications from a broad range of backgrounds and experiences. We are committed to making our recruitment process as accessible as possible and are happy to provide reasonable adjustments for disabled candidates at any stage of the process. We also ask all applicants to complete our [equal opportunities monitoring form](#) alongside their application. This is optional but is an important part of helping us understand who is applying for our roles and ensuring our recruitment process is fair and inclusive.

We are happy to discuss and make any reasonable adjustments you might need at any stage of the application process, and to answer any specific questions relating to the role - please email us on info@warmwelcome.uk with 'Query for Warm Welcome Communications and Brand Manager - Partnerships role' in the email subject line and we'll get back to you as soon as we can.

The Good Faith Partnership – The Warm Welcome Campaign's host Organisation

The Warm Welcome Campaign was incubated by and is hosted by the Good Faith Partnership. Founded in 2016, we create solutions to society's most difficult problems by bringing together leaders and organisations from different sectors. Our clients are diverse and complex, from the Foreign, Commonwealth and Development Office to faith-based organisations, businesses, charities and funders. We connect businesses, governments, charities, philanthropists, foundations and communities to make lasting change - from incubating projects like the Warm Welcome Campaign, helping support the Home Office's Homes for Ukraine Scheme or co-ordinating public affairs for the Patriarch of Jerusalem in the UK, US and EU.

We are collaborative, ambitious, and inclusive. At our core, we believe in the power of strong, unlikely relationships, to drive positive social change.

Competencies and Behaviours in our team

The core competence of everyone in our team is the ability to build trusted relationships among people with diverse perspectives and backgrounds.

We are looking for people who are:

- Exceptional with people and committed to the power of relationships to facilitate social change
- Collaborative, ambitious and inclusive, aligning with our core values
- Self-starters with high levels of commitment, energy and motivation to build a vision from scratch

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- Curious and show initiative, with problem-solving skills and an ability to learn quickly and adapt to a rapidly changing context
- Skilled at working in a complex environment with cross cultural, interfaith and political partners
- Willing to pitch in to help other team members if needed
- Organised with effective time management skills.