

Volunteering Matters Job Description

Reference Number: V550

Job Title: Communications Officer

Location: Remote with travel around the UK required

Contract Type: Permanent

Hours: Full-time (35 hours per week)

Salary: £30,000

DBS/PVG: Basic

Job Family: 4

Line Manager: Andrew Henry, Head of Brand and Communications

Closing Date: 12 August 2025

Start Date: 1 September 2025

Interview Dates: Week commencing 25 August 2025

Who we are

At Volunteering Matters, we believe people have the power to create change. Whether through volunteering by helping others and giving time, or through social action such as speaking up, campaigning, or leading change, everyone can make a difference. We bring people together to build stronger communities across England, Scotland and Wales, making sure everyone has the chance to get involved and create real change.

What we do

We help people of all ages and backgrounds get involved in volunteering and social action. We focus on making sure that everyone, no matter their situation, has the chance to take part. We work with local people

How we do this

We support people to share their time and skills to help others and tackle big challenges in their communities.

- **We remove barriers to volunteering and social action**, making it easier for people who don't always get the chance to take part.
- **We listen to and amplify voices** that aren't always heard, helping volunteers and communities influence change.
- **We help volunteers beyond their first experience**, offering training, support, and pathways to new opportunities.
- **We connect businesses with communities**, creating meaningful employee volunteering projects.
- **We show the impact of volunteering and social action**, proving how it changes lives for the better.



Our promise to volunteers

We are always looking for new ways for volunteers to make a difference. We bring people together across generations and backgrounds to learn from each other and create change. At the same time, we make sure that all our volunteers are trained, supported, and valued, so they feel confident in what they do.

Role Purpose

We are looking for a creative and proactive Communications Officer to join our small but dynamic Brand and Communications Team. This role requires a basic DBS/PGV check. Our team plays a key role in supporting the work of Volunteering Matters across the UK, ensuring that the impact of our projects, staff, and volunteers is shared widely with both internal and external audiences. This role is an exciting opportunity for someone who enjoys storytelling, engaging with diverse audiences, and amplifying the voices of communities and volunteers.

A core focus of this role will be getting to know the incredible work happening across the UK, collecting updates from our projects, and sharing these stories with key stakeholders. As part of our friendly team, you will also have a specific focus on supporting internal communications and content creation to ensure our messaging is clear, inspiring, and reflective of our mission. Our volunteers and the people we support are at the heart of everything we do, and we are looking for someone who shares our strong commitment to these values. A belief in the power of communities and a desire to champion volunteers of all ages and backgrounds is essential for this role.

Key Duties Responsibilities

- Support the development and execution of a comprehensive internal communications strategy that drives colleague engagement and strengthens a unified organisational culture aligned with strategic objectives.
- Develop and disseminate impactful, timely, and relevant internal communications content that resonates with colleagues across the organisation.
- Provide operational and administrative support to the Brand and Communications Team to enhance our efficiency and reach.
- Monitor and evaluate the effectiveness of internal communications efforts through rigorous analysis of feedback, metrics, and data insights, leveraging findings to refine and optimise strategies at a national level.
- Collaborate with cross-functional teams to ensure all internal communications initiatives reflect and reinforce the organisation's core values, mission, and strategic vision.
- Provide guidance, training and support to various departments in crafting effective internal communications materials, ensuring consistency in tone, style and branding.
- Create inspiring and straightforward stories with a focus on powerful imagery and video content.
- Work closely with communications colleagues in the #iWill Movement to champion youth social action.
- Deputise for the Head of Brand and Communications where required, ensuring continuity and alignment of strategic communications efforts.



Skills

- Experience planning and delivering internal communications campaigns that support organisational priorities and employee engagement.
- Strong interpersonal and relationship-building skills, with the ability to connect across teams and functions, gathering stories and insights to amplify employee voice.
- Highly organised, with excellent time management and the ability to juggle competing priorities and deliver to tight deadlines.
- Passionate advocate for using authentic storytelling to build internal cohesion, celebrate impact, and promote organisational values.
- Comfortable engaging with staff at all levels and adapting communication approaches to suit different teams, cultures, and working styles.

Essential skills

- Strong understanding of internal communications theory and best practice, including how to engage diverse internal audiences and influence culture through strategic messaging.
- Confident using digital tools to produce content, including Canva, Adobe Creative Suite, or similar platforms, with an interest in learning new systems quickly.
- Skilled in visual storytelling through photography and video, creating people-centred content that strengthens connection and alignment with organisational goals.
- Detail-focused with strong administrative skills, including proofreading and maintaining consistency in tone of voice, branding, and messaging.
- Exceptional written communication skills, with the ability to craft clear, engaging, and inclusive content tailored for internal platforms such as intranets, newsletters, and staff updates.

Experience Required

- Minimum of one year's experience in an internal communications or related role, such as staff engagement, organisational storytelling, content creation or campaign delivery.

Desirable

- Video editing experience.
- Experience using Microsoft Teams, SharePoint, Google Analytics, and Zoom.
- Experience of working in the voluntary sector and/or volunteering in your community.

Qualifications

Relevant experience and values alignment is more important for this role than specific qualifications.



Essential Requirements all staff

- Must adhere to the organisation's Code of Conduct and uphold its values at all times.
- Proficient in Microsoft 365, particularly Outlook, Teams, Word, and Excel, with the ability to manage email communications and collaborate digitally.
- Strong written and verbal communication skills, with the ability to write clearly and professionally in English.
- Able to work effectively both independently and as part of a team, managing time and priorities in a busy environment.
- For remote roles, candidates must be self-starters who can work with minimal supervision, stay organised, and remain motivated to meet deadlines and deliver quality outcomes.
- Attention to detail and a proactive approach to problem-solving and information sharing.

Our Values & Way of Working

In all that we do we are guided by our values: Empowering, Inclusive, Compassionate, Positive & Straightforward.

Disability Confident & Reasonable Adjustments

We guarantee to interview anyone with a disability whose application meets the essential criteria for the role. Please provide evidence in your application, which demonstrates that you meet the level of competence required in the Job Description under skill and experience. To be considered for a guaranteed interview or to discuss any reasonable adjustments during the process, please state this in your cover letter.



This job description is intended to include the broad range of responsibilities and requirements of the job. It is neither exhaustive nor exclusive but while some variations will be expected, these will be at an appropriate level for the role.

