

Communication & Impact Manager



Job Pack

Thank you for your interest in working at Citizens Advice Hammersmith & Fulham. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you'll find:

- Our vision, aims and values
- Our values
- 3 things you should know about us a National organisation
- Overview of Citizens Advice and Citizens Advice Hammersmith & Fulham
- Role profile and personal specification for the role
- Our terms and conditions
- The benefits of working for the organisation
- Our approach to equality and diversity

We value diversity, promote equality and challenge discrimination. We encourage and welcome applications from people of all backgrounds

How to apply

Send a Personal Statement and CV to:

recruitment@cahf.org.uk **Subject: C&EMgr1**

Your Personal statement should address each point in the Job Specification below. Applications which do not address the Job Specification points, will not be forwarded for shortlisting.

Closing Date: 5pm Friday 22nd May 2026
Interview and Test Date: Week commencing 25th May 2026

We reserve the right to close applications early if suitable candidates are found, so we encourage early submission.

Our vision, aims and values

Our Vision

“Advice on its own is not always enough for our community, or for us as a service. We will develop new ways of supporting and empowering our clients to take action to achieve better outcomes”.

Our Aims

Citizens Advice Hammersmith & Fulham shares the overarching aims, values and principles of Citizens Advice to:

- Provide the advice people need for the problems they face
- Improve the policies and practices that improve peoples’ lives

At the centre of all of Citizens Advice Hammersmith & Fulham strategies are its 3 key aims:

1. **To achieve excellence** – in delivering an effective and high quality service
2. **To be innovative, resilient, and flexible** – to deliver an even more effective and sustainable service
3. **To demonstrate our community impact** – to show the positive change we make socially, economically and to health and well-being

Our Principles and Values

As a member of the Citizens Advice Service, CAHF provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities. It values diversity, promotes equality and challenges discrimination.

We are committed to put equality and equity at the heart of everything that we do, with the overarching aim to improve access, ensure inclusive service delivery and preserve intensified support for those who need it and promote an inclusive working environment for our workforce. Our core values and principles sit at the heart of every strategic decision to reflect our aim to be a strong equality champion through our roles as advisor, campaigner, employer, employee and partner.

4 things you should know about us

1. **We're local.** CAHF operates out of 2 libraries in the Borough: Avonmore Library and Askew Road Library delivering a well-developed service offer by telephone, email, webchat and WhatsApp to over 18,000 people a year supporting them with nearly 47,000 issues. We deliver multiple services, many of which are embedded within community settings offering comprehensive access points across the Borough.

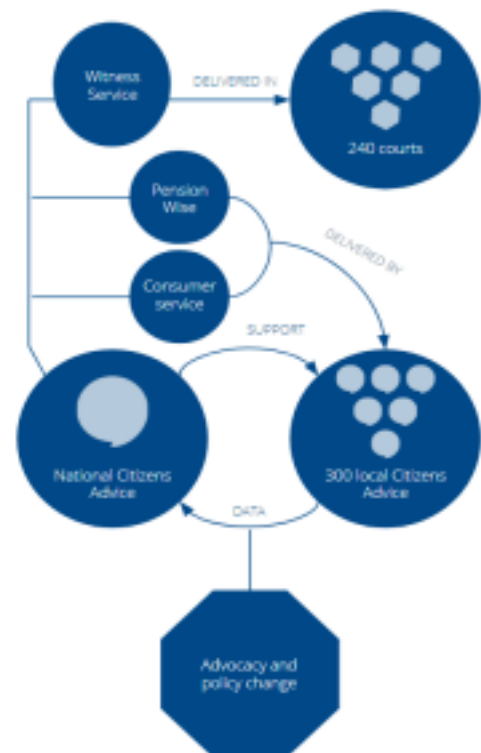
2. **We're also national.** We support the wider Citizens Advice network of 240 independent charities by providing telephone and digital advice to hundreds of thousands of people across England & Wales each year, through our Consumer Service and Money Advice Service Contact Centres.

3. **We're here for everyone.** Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

4. **We're listened to - and we make a difference.** Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

How the Citizens Advice Network works

Citizens Advice Hammersmith & Fulham (CAHF) is a member of the national Citizens Advice service which is made up of a network of around 240 local Citizens Advice members. Citizens Advice nationally is a charity which includes 1,000 national staff working from one of our 5 regional offices. Local Citizens Advice are all independent charities, delivering services from over 600 local Citizens Advice outlets and over 1,800 community centres, GPs' surgeries and prisons. CAHF is also a member of the London Citizens Advice consortium.



About CAHF and the team

CAHF is a flagship service, recognised nationally for its innovative approach, its award-winning performance, its strong volunteering programme and exceptional partnership working. We place our clients at the centre of everything that we do and take a community centred approach to ensure that we are meeting needs where it arises.

Our strategies focus heavily on eliminating need as far as possible by taking a preventative approach and empowering communities to take back control of their lives and build independence and resilience. Where we provide interventions to help, we do so by offering services that build capacity and strengthen communities. We develop our own ability to deliver wide ranging and effective services through collaboration and partnership working, drawing on skills and experience to ensure that our clients receive the best possible outcomes.

Whilst we are extremely proud and pleased with our achievements, we remain focussed on the growing demand for our services and ensuring services are strengthened and remain robust to meet the changing needs of our clients. CAHF's current focus is to ensure that those with the greatest need are able to access our services and to achieve this by becoming embedded within the community.

Our 10 year contract with the Local Authority enables us to deliver 4 key service areas that include:

1. Our generalist Advice Service
2. Library services at Avonmore and Askew Libraries
3. Our advice at Foodbanks project
4. Our ROOF project that focuses on homelessness prevention

We are currently in Year 8 of this funding arrangement. We are also the only Citizens Advice in the country to deliver a library service on behalf of a Local Authority using our volunteer model. We have won multiple awards for our innovative ways of working.

Here are ways you can find out more about what we do and how we help:

- Watch our [Impact Film](#)
- Look at our [CAHF Website](#)
- Look at the [national Citizens Advice website](#) and the [Campaigning site](#)

The Role

This is an exciting opportunity to join Citizens Advice Hammersmith & Fulham's Leadership Team. As Communication & Impact Manager you will play a key role in strengthening how we understand, evidence and communicate our impact.

You will lead the development of insight-driven communications that demonstrate the value of our More than Advice model, amplify client voice, and support us in building strong, strategic relationships with stakeholders, partners and supporters.

Working across the organisation, you will turn data, research and lived experience into compelling narratives that influence decision-making, support service development, and increase engagement with our work.

This is a visible, outward-facing role requiring regular engagement across Hammersmith & Fulham, including meetings, events and partnership activity.

Working Pattern

- Part-time 22.5 hours, on-site delivery across CAHF locations

On-site delivery is essential for this role, as it requires you to build rapport with all elements of CAHF's **'More than Advice'** model: Advice, Libraries, Skills and volunteering. However hybrid working will be considered following the probationary period.

What We Offer

- Generous holiday entitlement: 25 days per annum (pro-rata for part time employees) plus bank holidays, rising to 30 days with long service
- Paid service closure days between Christmas and New Year
- Access to our in-house learning platform, Skillbook, for career and role development
- Personal development opportunities through our Network Equity Groups
- Ongoing performance management and training development
- 24/7 holistic employee support offering confidential and professional counselling service, discounts and practical information to support all aspects of your life.

Communication & Impact Manager

Job Description

Role Purpose

This role is responsible for developing and delivering CAHF's communication, engagement, and impact strategy to increase organisational visibility, strengthen reputation, and provide robust evidence of impact. The postholder will play a key role in supporting future funding and contract renewal by ensuring CAHF's work is clearly evidenced, well communicated, and highly visible to stakeholders, partners, funders, and commissioners.

Reporting to:	Chief Executive Officer
Responsible for:	Leading communications, engagement, and insight activity to strengthen CAHF's visibility, reputation, and evidence base, demonstrating the impact of the 'More Than Advice' model to stakeholders, funders, and commissioners.
Duration:	Initially 12 months with possibility of extension subject to performance
Contractual Hours:	22.5 hours per week - equivalent to 3 days per week
Gross Salary:	£24,000 (pro-rata £40,000)
Location:	Citizens Advice Hammersmith & Fulham Offices & Outreaches

Key Responsibilities

1. Strategic Stakeholder Engagement & Partnerships

- Develop and deliver a structured stakeholder engagement approach, building strong and credible relationships across key audiences
- Identify, map and prioritise stakeholders based on influence and alignment with CAHF's objectives
- Represent CAHF at local forums, events and partnership meetings

- Create meaningful opportunities for collaboration, feedback and co-production with partners and stakeholders

2. Insight, Data & Impact

- Lead the development of clear, accessible insight that demonstrates CAHF's impact and outcomes
- Translate complex data into compelling narratives tailored to different audiences
- Produce high-quality impact reports, briefings and insight products that demonstrate organisational value, strengthen external positioning, and support funding and contract renewal requirements.
- Support a culture of evidence based decision-making across the organisation

3. Communications & Brand Development

- Lead the development and delivery of targeted communications to strengthen CAHF's visibility, reputation, and understanding of its impact, including its More Than Advice model.
- Oversee the production of newsletters, reports and digital content aligned to organisational priorities
- Manage and grow CAHF's presence across relevant communication channels, including social media
- Ensure communications are consistent, audience-focused and aligned to CAHF's values and strategic objectives

4. Client Voice & Participation

- Strengthen how client insight informs service design and organisational development
- Design and deliver engagement approaches such as focus groups, surveys and interviews
- Increase meaningful client participation and feedback across services
- Ensure client experiences are reflected in communications, insight and organisational learning

5. Policy, Influence & External Engagement

- Work with the leadership team to communicate insight and evidence that highlights emerging issues affecting our clients
- Support the organisation to contribute to local and national conversations on key issues
- Use evidence and client experience to help shape discussions with partners, policymakers and stakeholders
- Contribute to campaigning activities by analysing data and developing compelling stories that highlight impact and influence change

- Use insight, data, and storytelling to positively influence external stakeholders and enhance CAHF's profile in local and national discussions

6. Fundraising & Supporter Engagement

- Develop compelling content and insight that demonstrates organisational impact and strengthens supporter confidence, contributing to fundraising activity and relationship-building
- Contribute to communications that demonstrate impact and value to existing and potential funders
- Support promotion of fundraising initiatives and events

7. Internal Collaboration & Leadership

- Work collaboratively across all areas of CAHF, including Advice, Libraries and Community Skills Services
- Build strong working relationships with staff and volunteers
- Contribute to organisational planning, development and performance processes
- Actively participate in team meetings, events and organisational activities

General Responsibilities

- Undertake any other reasonable duties consistent with the role
- Handle sensitive and personal data in line with GDPR and organisational policies
- Promote and uphold the values, aims and reputation of CAHF at all times
- Engage fully with performance management and professional development processes

A job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist an individual in the performance of the job and is not included to be an inflexible list of tasks.

The job description will be reviewed regularly as part of individual and organisational development, performance review and may be a subject to variation.

Person Specification

	What we are looking for:	Essential/ Desirable
1	Proven experience of developing and delivering communication and engagement strategies that increase organisational visibility, strengthen reputation, and support stakeholder engagement.	Essential
2	Strong track record of producing high-quality impact reports and communications that demonstrate organisational value, outcomes, and impact to external stakeholders, including funders and commissioners.	Essential
3	Ability to translate complex data, service outputs, and client insight into clear, compelling narratives that evidence impact and strengthen organisational positioning.	Essential
4	Experience of managing and developing digital communications and social media platforms to increase engagement, visibility, and awareness of organisational work.	Essential
5	Demonstrable experience of engaging and influencing a wide range of stakeholders, including external partners, funders, and commissioners, and positively representing organisational work.	Essential
6	Strong ability to analyse and interpret data and insight to support evidence-based decision-making and demonstrate organisational impact.	Essential
7	Experience of managing multiple projects or workstreams, with strong organisational skills and the ability to deliver high-quality outputs to deadlines.	Essential
8	Commitment to the values and principles of Citizens Advice, with a strong commitment to equity, diversity, inclusion, and client-centred service delivery.	Essential

9	Experience of working in a commissioning, contract-funded, or local authority-funded environment, including producing performance and impact reporting for funders or commissioners.	Desirable
10	Experience of supporting funding applications, contract renewals, or producing communications that contribute to income generation or funding retention.	Desirable
11	Experience of designing and delivering communication or engagement campaigns across multiple channels.	Desirable
12	Knowledge of the Advice sector or experience working in a complex, multi-service, community-focused or voluntary sector organisation.	Desirable

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AI in recruitment: Guidance for Job applicants

AI tools are becoming more common, and we understand that some people may use them when preparing job applications. As an organisation Citizens Advice Hammersmith and Fulham has increased its use of digital tools to deliver its services, including exploring how AI can help us to effectively increase access to our services.

It is important that your application is your own. While AI can be useful for things like checking spelling, grammar, or helping to structure your answers, relying on AI too much, especially to write your answers to the personnel specification, could reduce your chances of being shortlisted.

What makes an application stand out is authenticity. Ultimately CAHF is hiring a person, not an AI tool, so we want to hear about your real experiences and achievements in your personal statement, not what AI thinks we want to hear. Using AI in ways that go beyond these guidelines could affect the outcome of your application.

Acceptable use - AI in job applications

- Help you structure your ideas in a clear way using frameworks like STAR.
- Help you brainstorm examples that showcase your skills
- Researching CAHF to better understand the role or learn more about the organisation
- As a tool to check spelling or grammar if you find that useful, but always review.
- Copying and pasting answers straight from AI without personalising or editing them
- Using AI as a shortcut to think critically about the job or your own experiences
- Inputting sensitive data into AI tools, even if you believe it strengthens your example
- Using AI to try and “sound” perfect. We’d rather hear your voice and understand your real strengths.

REMEMBER

- AI can be a useful tool, but the best applications are honest, personal, and authentic.

- We want to get to know the real you. It's normally clear when parts, or all, of an application aren't genuine, and this usually becomes even more obvious during interviews.
- Over reliance on AI could impact your chances.

Equality & Diversity at CAHF

Citizens Advice Hammersmith & Fulham recognises the positive value of diversity, promotes equality and challenges unfair discrimination. We recognise people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions, and we wish to encourage and harness these differences to make our services more relevant and approachable. CAHF will not discriminate or tolerate discriminatory behaviour on the grounds of race, colour, sex, transgender, disability, nationality, national or ethnic origin, religion or belief, marital, partnership or family status, sexual orientation, age, social class, educational background, employment status, working pattern, trade union membership or any other irrelevant factor in any aspect of employment.

Our values include a commitment to equality and fairness, and to valuing each other. All our employees are expected to have read and understood our Equality and Diversity Policy and to ensure they behave in accordance with its principles. Breaches of the policy may lead to disciplinary action.

Dignity at Work

CAHF is committed to providing a culture in which all staff value each other and are able to work together to their full potential in an inclusive environment free from harassment, bullying and other unacceptable forms of behaviour. Unacceptable behaviour in the workplace will be actively dealt with, all complaints will be taken seriously, confidentiality will be respected and victimisation of those that raise complaints will not be tolerated.

Our values include commitments to work together and value each other - all our employees are expected to have read and understood our Dignity at Work Policy and to ensure they behave in accordance with its principles. All staff are responsible for helping to create and maintain a positive and inclusive working environment free from bullying and harassment. All managers have a particular responsibility for ensuring a supportive and inclusive working environment in which dignity at work is actively promoted.

Probationary Policy

New appointments are subject to a probationary period which begins once you have completed training. At the end of the probationary period the outcome of the assessment may be confirmation of post, notice of dismissal, or at our discretion, an extension of the probationary period.

May 2026