



# Digital Communications Officer – Information Pack

Dear Applicant,

Thank you for requesting the application pack and for your interest in working for Impetus.

This pack contains all the relevant information you will need to apply for this role:

- Information about [the organisation](#) and [our values](#)
- Information about [the team](#) and [the role](#)
- The [job description](#) – [key responsibilities](#) and [person specification](#)
- Our [commitment to equality, diversity and inclusion](#)
- Details on the [application and recruitment process](#)
- [Terms and conditions and benefits](#) of working for Impetus

**The closing date for receipt of completed applications is 23:59 on Sunday 8 February 2026.**

If you would like to find out more about this role or have any questions regarding the recruitment process please contact [recruitment@impetus.org.uk](mailto:recruitment@impetus.org.uk).





## About Impetus

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Impetus transforms the education and employment outcomes of young people from disadvantaged backgrounds.

We do this by using our deep expertise and high calibre networks to give the best non-profits in these sectors the essential ingredients to have a real and lasting impact.

Through a powerful combination of long-term funding, direct capacity building support from our experienced team and our pro bono partners, alongside research and policy influencing to drive lasting systems change, we work towards a society where all young people can thrive in school, pass their exams and unlock the doors to sustained employment, for a fulfilling life.

You would be joining a team that is passionate, rigorous, determined, creative and warm. We care deeply for our colleagues, our charity partners and the young people we serve.

Impetus is a registered charity, and our charity number is 1152262.



## Our Values

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In 2022 the Impetus staff agreed the following set of Values to act as our guiding principles as an organisation and help us to remain focused on achieving our mission to support young people from disadvantaged backgrounds.

### **We are brave and curious**

We are bold and brave in our pursuit of better outcomes for young people. We lead with curiosity and stay open to new perspectives. We support one another to take considered risks and learn together.

### **We bring high trust, high challenge**

We build strong, long-term relationships through honesty, kindness, integrity, and respect. We create the space for open, constructive challenge, where colleagues, partners and supporters feel safe to speak up, hold each other to account, and bring their best in pursuit of our mission.

### **We are evidence led and results driven for young people**

We pursue excellence for the young people we work with, are wholly committed to better outcomes, unapologetically results driven, and accountable for our actions.

### **We thrive through diversity**

We seek to embed diversity of thought, background and experience in every aspect of our work. We are open, thoughtful and proactive in better understanding and challenging our assumptions to better deliver the change we seek.

### **We always seek collaboration**

We will not succeed alone. We seek meaningful, productive partnerships with others to achieve our mission and drive systems change for young people.





## About the team

The Communications team at Impetus is a small, friendly, creative team that punches above its weight. Sitting alongside our brilliant Policy colleagues within the wider Public Affairs team we are passionate about communicating Impetus' work with clarity, in a way that resonates with our audiences, and increases our influence and impact.

Aspiring to be a 'digital first' organisation, we spend time keeping up with digital communications trends to improve our efficiency and help us produce and optimise engaging, cutting-edge content.



## About this role

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We're looking someone who can support the team to maintain our strong online presence by delivering engaging, creative digital content. This role is about collaborating with colleagues, applying your knowledge of digital platforms, and actively developing your skills to keep pace with emerging trends.

Based in our busy Communications team, you will be responsible for creating compelling and engaging online copy for a range of platforms, as well as managing and growing our social media communities to amplify our brand, working across the organisation, for example:

- Supporting our Philanthropy team to engage donors in our work and through our series of events.
- Helping our Policy team to increase the knowledge of their recommendations for change among opinion formers and decision makers through social media.
- Working directly with the Investment team and our portfolio partners to gather and share their insights and stories.
- See a clear connection between your work and improved outcomes for young people.

Day-to-day you might be writing and repurposing blog content for our online channels, working with our Creative Content Officer and Media and Communications Officer producing multi-media content to support our events programme, or using insights and data to keep our digital content relevant and our audiences engaged.

We are looking for someone creative and driven, who shares our ambition and can help keep us on top of emerging digital trends.

You'll know your way around social media platforms including X / Twitter and LinkedIn and tools like Hootsuite and Google Analytics. You will also be able to produce excellent written content for an online audience including social media posts and blogs, with scope to grow within the role over time.

This is an exciting time to join a rapidly growing organisation. We'll give you creative freedom within a clear brand framework. And your work will have a tangible impact on tackling the barriers that hold back young people from disadvantaged backgrounds.



## Job description

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Title: Digital Communications Officer

Team: Public Affairs

Reports to: Senior Communications Manager

Salary: £34,293 per annum

Contract: Permanent

Working hours: Full time (37.5 hours per week)

Location: Hybrid working – at least two days per week in the Impetus office. We may ask you to come to the office three days per week during the first three months to help set you up well for success – ensuring you get the support you need to thrive. In addition to this, all staff are expected to attend regular Impetus in person events. These include staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working

Starting date: As soon as possible





## Key responsibilities

- Writing clear, concise and engaging copy for a variety of online platforms including social media, blogs, websites and email marketing.
- Supporting the Senior Communications Manager to manage our online brand, including how people interact with and interpret our work, by creating and scheduling content for social media and digital platforms using agreed templates and tone of voice.
- Liaising closely with our Creative Content Officer and Media and Communications Officer to produce compelling multi-media products that can be used across our platforms.
- Maintaining accurate records and trackers for posts, engagement data, and campaign timelines.
- Supporting the Communications team by preparing materials for events and online campaigns.
- Monitoring and optimising our digital channels, ensuring content is consistently high-quality, well structured, on brand and performing at its best.
- Using data and feedback to improve content quality and relevance.
- Collaborating with colleagues across teams to ensure consistency and timely delivery of our digital communications content.
- Assisting the Head of Communications in the development, implementation and monitoring of our internal communications strategy, including our regular staff newsletter.
- Working with our portfolio partners and the Investment team to gather and share their insights and stories.
- Escalating risks or delays early, providing clear context and options.
- Applying inclusive language and accessibility standards in all content.
- Actively seeking opportunities to learn about new digital tools and trends.





## Person specification

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### Essential

- A highly developed understanding of online platforms and social media algorithms.
- Experience creating accurate, engaging content for online platforms.
- Experience of working with social media platforms e.g. LinkedIn and X, and tools e.g. Hootsuite and Google Analytics.
- A track record of writing concise and engaging content that resonates with the target audience and presents complex subjects in a clear and compelling way.
- Ability to adapt content strategies to meet the changing needs of the audience and the platform.
- Experience of using data and insights to optimise content, engagement and grow followers.
- Demonstrably up to date with emerging digital trends and an interest in online community building.
- Ability to follow agreed processes, templates, and brand guidelines.
- Strong organisational skills to plan and sequence tasks effectively.
- Attention to detail and commitment to delivering work to agreed standards.
- A willingness to learn and adapt to new tools and approaches.
- Collaborative approach, building positive relationships within the team.
- Commitment to Impetus' mission and values, including equality, diversity, and inclusion.

### Desirable

- Experience in video / film production and optimising video content for online platforms.
- Experience of commissioning content and working in close collaboration with agencies and/or freelancers.
- Experience / knowledge of website management and CMS, email marketing platforms, project management software and digital ad platforms.
- An interest in the education and / or youth employment policy landscape.
- An interest in the UK youth and / or charity sectors.



## Our commitment to equality, diversity and inclusion

**We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.**

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

*Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex and sexual orientation. We value diversity and welcome applications from people of all backgrounds.*





## How to apply

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Please click [here](#) to apply.

You will need to:

- **Complete the online form** (including the equal opportunities monitoring form)
- **Upload a comprehensive CV and supporting statement**

The supporting statement should be no more than two sides of A4 and should address the criteria in the person specification.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission.

As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

**The deadline for applications is Sunday 8th February 2026 at 11.59pm.**

## Interview

First round interviews will take place: **19th February 2026.**

Second round interviews will take place: **w/c 23rd February 2026.**

You will also be required to provide proof of your eligibility to work in the UK.

## Personal Data

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

## Terms and conditions and benefits of working for Impetus

We are committed to supporting staff in a range of way. The tables below detail some of the support provided:

Financial and Wellbeing Support		
Benefit	Details	Eligibility
Pay	Target is to pay within plus or minus five per cent of the upper quartile for the role in the charity sector.	All staff eligible.
Pension	In line with auto enrolment legislation all eligible employees will be automatically enrolled into The Pensions Trust pension scheme. 5% employer contribution. 3% employee contribution.	All staff eligible.
Life Assurance	Four times salary.	All staff eligible.
Occupational Sick pay (OSP)	Six weeks full pay and six weeks half pay in rolling 12 month. Staff eligible from day one of employment.	All staff eligible subject to statutory requirements.
Health cash plan	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships.	All staff eligible.
Employee assistance programme	Health Assured provides a comprehensive employee support service which includes a 24/7 confidential helpline, counselling and bereavement support, financial, legal and medical information, Wisdom Mobile App and online resources.	All staff eligible.
Eye test vouchers	Reimburse for the cost of eye examination up to the value of £25 per annum.	All staff eligible.
Season ticket loan	Interest free - repayable over 10 months.	On completion of six-month probation period.



## Financial and Wellbeing Support

Benefit	Details	Eligibility
Cycle to work scheme	Staff save up to 42% on a new bike, e-bike and cycling accessories through this salary sacrifice benefit and can spread the cost of their bike and accessories interest-free over 12 months.	All staff eligible.
Home and Tech Scheme	Staff save up to 8% on home and tech products at Currys and IKEA, through this salary sacrifice benefit and can spread the cost interest-free over 12 months.	All staff eligible.
BHN Extras	Staff discount site offering special perks for employees.	All staff eligible.
Give as you earn (GAYE)	Membership to scheme to enable employees to make donations exempt from National Insurance.	All staff eligible.

## Work life balance

Benefit	Details	Eligibility
Flexible hours	10am to 4pm are core hours. Office hours are 8am to 6pm.	All staff eligible.
Hybrid working/ work from home	<p>Opportunity to work remotely and in the Impetus office.</p> <p>All staff are expected to attend at least two days per week in the office as well as regular Impetus in-person events such as staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working.</p> <p>More regular home working may be agreed through a flexible working request.</p>	All staff eligible.

## Work life balance

Benefit	Details	Eligibility
Annual leave	28 days plus bank holidays (this includes three days between Christmas and New Year) pro-rata for part time staff.	All staff eligible.
	Flexible bank holidays. Staff can choose to work on five of the UK bank holidays and use their annual leave on alternative days (except for those bank holidays that fall during Christmas Closure).	All staff eligible.
	Birthday leave – staff can take a day of leave on their birthday (or the closest available working day if it falls on a bank holiday or weekend)	All staff eligible.
	Ability to carry over a maximum of five days with any additional days to be at discretion of relevant member of SMT and Director of Finance and Operations and allowed only on an exceptional basis	Staff with three years service.
	After three years service staff will receive an additional two days annual leave (pro rata). Total entitlement 30 days per year.	Staff with three years service.
Unpaid leave	Option to request additional unpaid leave. Employees can request up to five days unpaid leave per year (pro rata).	All staff eligible (after one months service).
Charitable duties or volunteering	Four half days leave per year subject to agreement from line manager and HR.	All staff eligible.

## Family Friendly

Benefit	Details	Eligibility
Maternity leave	Statutory Maternity Leave (SML) - 52 weeks.	All staff eligible subject to statutory requirements.



Family Friendly		
Benefit	Details	Eligibility
Maternity pay	Statutory Maternity Pay (SMP) – six weeks at 90% salary followed by 33 weeks at SMP rate.	Continuously employed for at least 26 weeks up to any day in the “qualifying week” (15th week before the child is expected).
	Occupational Maternity Pay (OMP) –13 weeks at full pay followed by 33 weeks at Statutory Maternity Pay (SMP) rate	Continuously employed for at least 52 weeks up to any day in the “qualifying week” (15th week before the child is expected).
Paternity leave	Statutory Paternity Leave (SPL) – two weeks.	All staff eligible subject to statutory requirements.
Paternity pay	Occupational Paternity Pay (OPP) – four weeks at full pay.	Continuously employed for at least 26 weeks up to any day in the “qualifying week” (15th week before the child is expected).
	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships.	Continuously employed for at least 52 weeks up to any day in the “qualifying week” (15th week before the child is expected).
Adoption leave	Statutory Adoption Leave (SAL) maximum 52 weeks.	All staff eligible subject to statutory requirements.
Adoption pay	Statutory Adoption Pay (SAP) six weeks at 90% followed by 33 weeks at SMP rate.	Continuously employed for at least 26 weeks up to any day in the week they were matched with the child.
	Occupational Adoption Pay (OAP) – 13 weeks at full pay followed by 33 weeks at Statutory Adoption Pay (SAP).	Continuously employed for at least 52 weeks up to any day in the

Family Friendly		
Benefit	Details	Eligibility
		"qualifying week" (15th week before the child is expected).
Shared parental leave	Statutory - maximum 50 weeks.	All staff eligible subject to statutory requirements.
Shared parental pay	Statutory Shared Parental Pay (ShPP) - maximum 37 weeks at ShPP rate.	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected).
	Occupational Shared Parental Pay (OShPP) - 9 weeks at full pay.	Continuously employed for at least 52 weeks up to any day in the week they were matched with the child.
Parental leave	Statutory - 18 weeks of unpaid leave.	All staff eligible subject to statutory requirements.
Compassionate leave and pay	Discretion of line manager (up to five days paid).	All staff eligible subject to criteria (which include, for example, closeness of family member in event of death in family).
Parental Bereavement leave and pay	Two weeks paid leave.	All staff eligible subject to statutory requirements.
Dependency leave and pay	Discretion of line manager (up to five days paid).	All staff eligible subject to criteria.
Carers leave and pay	One week paid leave	All staff eligible subject to statutory requirements

## Professional Development

Benefit	Details	Eligibility
Learning and development	<p>A range of organisational and individual training and development opportunities.</p> <p>Budget - £750 is allocated to each individual annually, plus a central budget agreed annually.</p>	All staff eligible.
Professional subscription	May be able to help - discuss with line manager and HR.	Relevant to role.
Professional qualification	May be able to help - discuss with line manager and HR.	All staff eligible.
Sabbatical leave	Opportunity to request up to three months unpaid sabbatical leave.	After 10 years' service.