LIBERTY

Recruitment Pack: Head of Communications and Digital Engagement

POSITION DESCRIPTION	
Position title:	Head of Communications & Digital Engagement
Position reports to:	Director of External Affairs
Employment status:	Permanent
Salary:	£60,241
Hours:	35 hours per week, plus occasional out of hours work (for which TOIL is available)
Location:	Hybrid - 2 days a week in the office, Westminster, London
Closing date for applications:	Monday, 30 November at 9am
Interview dates:	Thursday , 10 December (online) Wednesday, 16 December (in person in Westminster)

About the role

In January 2026, Liberty launched its new three-year strategy, *Leading with Bravery*, setting out an ambitious vision for a society where everyone's rights and freedoms are understood, valued, protected and expanded in a rapidly changing world.

Against a backdrop of growing and existential threats to human rights and civil liberties, the Head of Communications and Digital Engagement will play a pivotal and highly visible role in delivering this ambition. You will lead a highly skilled team of specialists, advise senior leaders and set the direction for high-impact communications and digital engagement.

You will drive Liberty's brand, media, digital communications and Individual Giving work, setting an ambitious, insight-led direction for how we reach and engage audiences across the UK, shape public debate and policy, and inspire action.

You will bring proactive and reactive communications together to deliver organisational objectives: influencing debate, building understanding of Liberty's work and growing lasting public support. You will also ensure we make the most of communications and digital channels to grow our supporter base and income, embedding fundraising across our work and turning public engagement into lasting support for Liberty.

You will line manage the Media and Communications Manager and Individual Giving Manager, providing strategic leadership, developing their teams and driving results. You will bring their specialist functions together, integrating media, digital campaigning, supporter engagement and fundraising to maximise impact.

You'll be a key voice in reputation management, helping senior colleagues anticipate risks and navigate crises.

We understand the role is broad and you may not have experience across all of our essential criteria. If you feel you meet most of the criteria, have a passion for Liberty's work, have substantial communications and team leadership experience, experience in driving cross-team working and a willingness to learn, we would welcome your application.

Q&A Webinar

You can ask questions anonymously and find out more about the role at our Q&A webinar scheduled for Tuesday 24 November at 13:30. You can register here

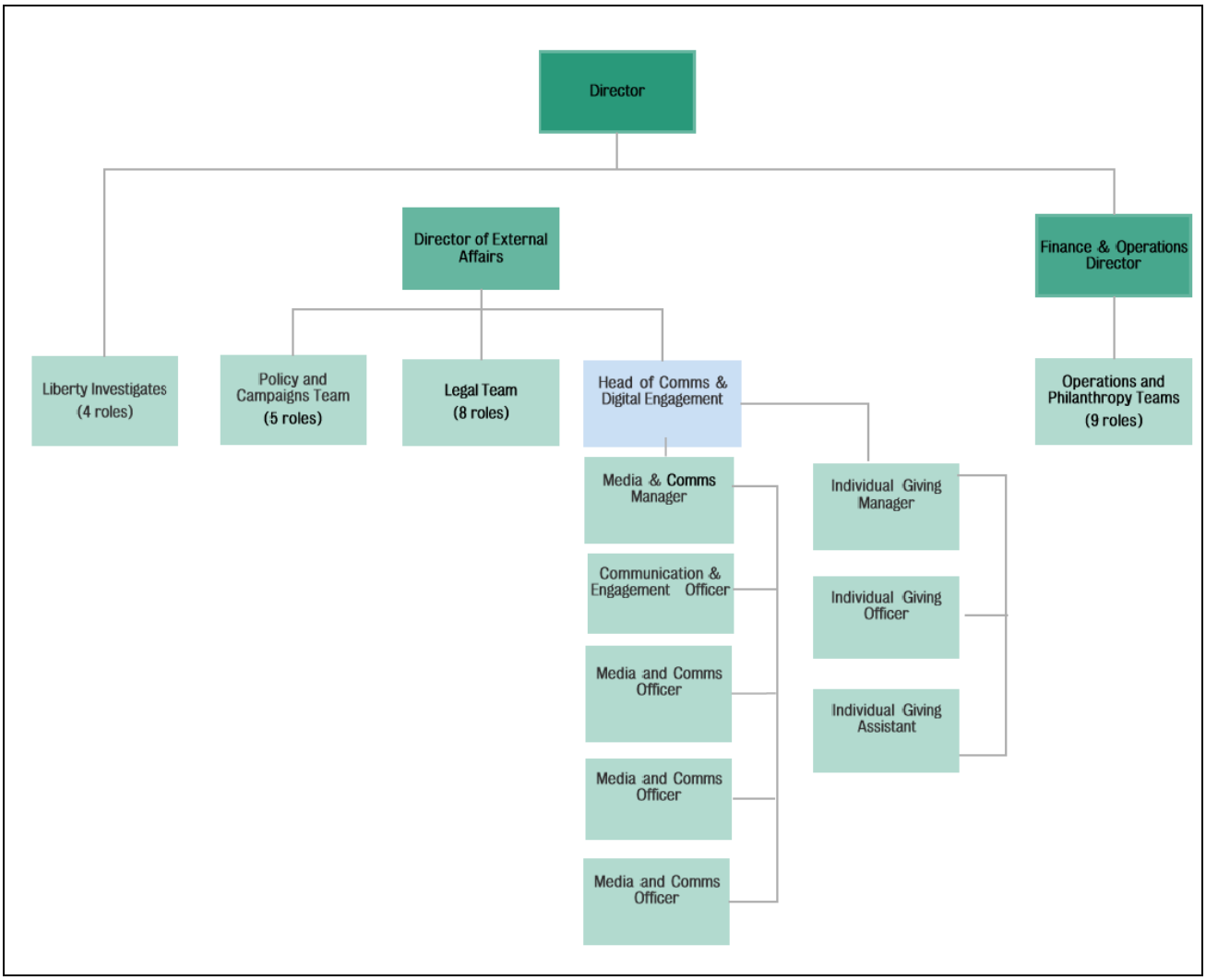
About the Team

The role leads Liberty's Communications and Digital Engagement team of nine and is responsible for managing the Media and Communications Manager and the Individual Giving Manager. The role will support the managers to effectively manage their line reports to deliver high-quality work. The Communications and Digital Engagement Team brings communication, fundraising and campaigning expertise and drive, and is a pivotal part of the wider External Affairs directorate – a multidisciplinary function made up of lawyers, investigative journalists and policy and public affairs specialists. The role itself sits within a team of Heads of department who are all subject specialists for the organisation and work with the Director of External Affairs to drive strategic delivery.

The team is an essential cog in the delivery of our strategy - it must drive collaborative working across the organisation, provide strategic advice to colleagues, and be innovative and audience-focused.

The Individual Giving function, who deliver income of c£1m per annum, is situated within this team to ensure that our engagement with our 300,000 strong supporter base is aligned and focused with our wider communications strategy and is able to be agile and reactive to mobilise our supporters and to maximise income.

TEAM STRUCTURE



KEY RESPONSIBILITIES

Strategic Leadership

- Work with the Director of External Affairs to further develop and implement Liberty's communications roadmap, translating its priorities into annual workplans and overseeing delivery.
- Increase the profile, reputation, and influence of our work both inside and outside Liberty
- To act as a Technical Expert for the C&DE Team, to provide strategic communications expertise and provide advice and support to the team and organisation as required
- Proactively advise SLT regarding risk that arises from C&DE work, identifying mitigations and solutions.
- Support the Senior Leadership Team to develop and deliver on campaign goals and to build a positive, inclusive and high-performing culture strongly aligned with Liberty's values.
- Oversee the delivery and alignment of Liberty's digital engagement and Individual Giving strategy and develop initiatives to improve acquisition, retention and supporter experience and drive income growth.
- Build organisational alignment around clear strategic visions and play an active part in bringing internal and external stakeholders on board.
- Develop and maintain strategic relationships and partnerships with media contacts, digital

KEY RESPONSIBILITIES

campaigning stakeholders and NGO colleagues to extend Liberty's reach, influence and impact.

- Play an active part in the Heads of department group, responding to and feeding into consultation on organisational change and improvement.
- Proactively identify, assess and manage reputational and strategic risks, advising relevant stakeholders and developing appropriate responses.
- Support the Director of External Affairs and the Finance and Operations Director to develop income and expenditure budgets and to monitor expenditure.

External Communications, Digital Engagement and Individual Giving

- Oversee Liberty's brand strategy and its development
- Lead Liberty's external positioning, ensuring our tone or voice, and messaging is consistent and coherent across all of our proactive and reactive external comms and engagement campaigns.
- Lead line reports and wider team to develop and deliver ambitious, targeted and integrated workplans across media, digital and Individual Giving, ensuring their activities are aligned and support Liberty's wider organisational objectives as set out in the communications and Individual Giving strategies.
- Working with the IG Manager, be responsible for the development, oversight, and delivery of the IG workplan and income targets.
- Provide a key role to ensure there is a strategic balance between reactive, and proactive communications and campaigns to engage new audiences, build public understanding of Liberty's work, influence for change and grow lasting public support.
- Inspire, and lead the team to develop creative, insight-led ideas and partnerships to reach and engage new audiences.
- Build and oversee relationships with key external partners and suppliers, including consultants, polling companies and, creative, brand agencies.
- Through the Individual Giving Manager ensure compliance with fundraising regulation, data protection and PECR.

Line Management

- Provide regular, effective and personalised leadership to Comms and Engagement Team and ensuring team members are well-supported to deliver their individual and collective objectives.
- Directly line manage the Media and Comms Manager and the Individual Giving Manager, supporting them to deliver and oversee high-quality work, ensure direct and indirect reports are developing professional expertise and lead their teams effectively.
- Foster an ambitious, supportive, creative and collaborative culture in which people are encouraged to develop, grow and deliver their best work. Take an active role in the maintenance of a positive and effective workplace culture

General

KEY RESPONSIBILITIES

- Under the direction of SLT, to provide regular high-quality written and verbal updates to the Boards.
- Take part in the on-call weekend press rota, and play a key role in reputation management particularly in the event of any crisis
- Keep up-to-date with developments in politics, human rights and civil liberties in the UK including maintaining strong political instincts and an understanding of what influences policy makers.
- As required, support the Philanthropy team through attending funder/donor meetings and drafting and reviewing funding applications/reports relevant to your teams' work and lead on ensuring that the Comms and Engagement team collates and produces evaluation data for funder reporting as required and in a timely manner.

Perform other duties as directed and necessary to the proper performance of the role, including working outside normal office hours for media cover, events and networking opportunities

PERSON SPECIFICATION

We understand the role is broad and you may not have experience across all of our essential criteria. If you feel you meet most of the criteria, have a passion for Liberty's work, have substantial communications and team leadership experience, experience in driving cross-team working and a willingness to learn, we would welcome your application.

SELECTION CRITERIA		Essential	Desirable
Knowledge & experience	At least 3-years experience in a communications and/or digital engagement leadership/management role in a public policy environment including of developing and implementing a communications strategy across owned and earned channels.	✓	
	Experience of leading insight-driven communications campaigns, including digital campaigns, to effect change.	✓	
	Experience of working within a cross-functional organisation, developing a multi-disciplinary team that deliver ambitious results.	✓	
	Excellent knowledge of the UK media landscape, including social media and digital channels.	✓	

SELECTION CRITERIA		Essential	Desirable
	Good understanding of how to embed fundraising asks within campaigns in a way that delivers results and is true to Liberty's values and ideally experience of growing income through digital channels.		✓
	Substantial line management experience and ideally experience of having managed and developed other managers.	✓	
	Project management- experience of having managed projects effectively including managing external suppliers.		✓
	Working knowledge of fundraising compliance, including the Code of Fundraising Practice, data protection and PECR, or the willingness and ability to learn it quickly and work closely with the Individual Giving Manager		✓
Competencies	**Political Awareness and Judgement** – Strong political awareness and understanding of how public narrative shape social and political change. Ability to make sound political judgment calls, think creatively, persuade and inspire others.	✓	
	Strong editorial and strategic judgement- including in reactive, contested or crisis situations	✓	
	Passion for the work and focus on end goals: A deep understanding of, and passion for, Liberty's work including an ability to; understand complex and nuanced human rights topics, stay up to date with the changing external environment and understand and contribute to the delivery of end-goals	✓	
	Communication - Excellent written and oral communication skills, including the ability to communicate complex legal and policy arguments and principles clearly, persuasively and succinctly to a non-legal audience	✓	
	Numeracy- ability to understand and manage budgets, and monitor individual giving income targets and campaign performance.	✓	
	Delivery & Implementation - Ability to manage many competing priorities against tight deadlines, work independently and problem solving.	✓	
	Learning & Reflection - A reflective and evaluative approach to work, diagnosing what works, what doesn't, and what needs to change.	✓	

SELECTION CRITERIA		Essential	Desirable
Values	Commitment to and understanding of Liberty's broad campaigning objectives, and its position as a cross-party, non-party organisation	✓	
	Commitment to building a fair, compassionate and diverse working environment	✓	

IMPORTANT INFORMATION

1. Applications are made by completing our Job Board HERE and uploading your responses to our application questions along with a copy of your CV no later than:

   Monday 30 November, at 9am.

   Applications received after the closing date will not be considered.

2. You will receive an automatically generated response confirming receipt. If you **DO NOT** receive this response, please check your junk folder. Any questions or issues, please contact HR@libertyhumanrights.org.uk

   First round interviews are scheduled online for Thursday 10 December 2026

   Second round interviews will be held in person on Wednesday 16 December 2026

   Details of the interviews will be confirmed by email.

3. Applicants who have not been short listed will be notified by email. **Due to our limited resources, we are unable to provide feedback on applications.**

4. Interview panels will be made up of two to four people who will each ask the candidates questions. The questions are intended to allow you to expand on your application and to demonstrate to the panel how far you meet the essential and desirable requirements of the post. All candidates are asked a uniform set of questions (usually five or six) and may also be asked follow-up questions to clarify or expand on individual answers. At the end of the interview candidates will also have an opportunity to ask questions about the job, conditions of service, etc. Some of the questions may be sent to you in advance of your interview.

5. Shortlisted candidates may be asked to complete a pre-interview or written task.

6. Once all interviews have taken place, shortlisted applicants will be contacted and informed of the outcome either by email or phone and offered the opportunity to receive feedback.

7. If you have a special requirement for completing the interview or a task due to a disability or connectivity reasons, please contact us at HR@libertyhumanrights.org.uk.

8. Please see our privacy notice for job applicants here.