

Thank you for your interest in our new Communications and Engagement Manager role. Please find in the next few pages information about our organisation, who we're looking for and how to apply.

## Who we are

The Belay Foundation is a charity founded in 2020 from lived experience. We support families whose children have spent time in local authority care and are now in a permanent home such as adoptive, special guardian and kinship care families. We understand that our children have experienced early life trauma, attachment disruption and often conditions such as FASD, ASD and ADHD. This can mean challenges for family life.

Our purpose is to improve the lives of our families by providing practical support that is attachment-focused and trauma-responsive. We offer empathy and a deep understanding of our families' needs that comes from a perspective of lived experience. Our children's best hope for positive futures lies in their relationship with their parents and our services are designed to support the parent-child relationship. We work in a way that prioritises relationships and assesses what works. Our values are: empathy, respect, professionalism, learning, partnership, and innovation.

## Our Communications and Engagement work

We are at an exciting stage in our development and are looking to raise our profile, reach more families and strengthen relationships that support our future growth. This new role will lead the development of our communications and engagement function. In the first year, the priority will be to develop and begin implementing a Communications and Engagement Strategy, increase awareness of our core services, and build partnerships that support the charity's longer-term ambitions. The wider responsibilities set out in the Job Description will be delivered through agreed annual objectives as The Belay Foundation grows.



# Our work

During 2025-2026, we have supported over 400 parents, carers and professionals across our three main projects:

- 1) **Support to access trauma-responsive in-home care** that helps families find Specialist Support Workers to offer hands-on help with their children at home. Specialist Support Workers are offered training and ongoing supervision so they can best support our families and benefit professionally from their experience.
- 2) **Disability benefits advice** that seeks to prevent poverty for families and support parents and carers to obtain the benefits their children and young people are entitled to but may not know how to access.
- 3) **Trauma-responsive training** for those supporting families. We offer accredited DDP PACE (Dyadic Developmental Psychotherapy) training for professionals around a family such as Support Workers, Teaching Assistants and Social Workers.

We have ambitious plans for 2026-2027 to double the number of families we support through service innovation and strategic partnerships.

## Our relational approach

Our work is founded on the principles of DDP (Dyadic Developmental Psychotherapy) to ensure that therapeutic relationships are at the heart of everything we do. We have the clinical support of two DDP Consultants, Dr Vicky Sutton and Dr Helen Kirkaldie. You can read more about DDP here:

<https://ddpnetwork.org>

## What our families say

"Thank you so much for your help with our DLA form. We've just heard we've been awarded and it will make such a difference."  
Parent using our DLA Support Pack

"I used to think everyone hated me but now everyone loves me!"  
9 year old about his Support Workers



Helen, Operations Manager and Matt, Co-Chair of Trustees

Sarah, Founder and Services Director and San Ting, Co-Chair of Trustees

# Role details

**Job title:** Communications and Engagement Manager

**Salary:** £37,000 FTE (0.4 FTE, £14,800 actual salary)

**Location:** Home-based, with occasional travel required for meetings, conferences, partnership activities, quarterly team away days and an annual Board away day.

**Hours:** 0.4 FTE (equivalent to 2 days per week, with flexibility over the working pattern to be agreed on appointment) with potential to increase hours, subject to funding.

**Annual leave:** 33 days per annum (including bank holidays) pro rata.

**Contract:** Permanent, subject to 6-month probation period.

**Reporting to:** Chief Executive Officer

**Responsible for:** Volunteer engagement and management

**Recruitment closing date:** 6pm on Tuesday 1 September 2026

## Purpose of the role

This is an exciting opportunity to lead and develop The Belay Foundation's communications and engagement function at a significant stage in our growth. The Communications and Engagement Manager will increase the reach, influence and sustainability of the organisation through high-quality communications, marketing and stakeholder engagement. Working closely with the Chief Executive Officer, service delivery colleagues, volunteers and external partners, the postholder will strengthen Belay's profile, promote our services, support fundraising and income generation and ensure our communications are evidence-informed, rooted in lived experience and reflective of our values. The role will also lead volunteer engagement, lived experience participation and stakeholder relationships that help shape our services, influence our work and strengthen our impact.



# Responsibilities (1)

This is a new strategic role. While the Job Description reflects the full communications and engagement function that the charity wishes to develop, annual objectives will be agreed with the CEO to ensure priorities are achievable within the role being 0.4fte.

## Communications Strategy and Brand Development

- Develop and deliver an annual communications and engagement strategy aligned with organisational priorities, fundraising objectives and the business plan.
- Develop and maintain Belay's messaging, ensuring consistency across all communications, campaigns and stakeholder engagement.
- Act as the organisation's brand guardian, ensuring all communications accurately reflect our mission, values and lived experience ethos.
- Identify opportunities to increase awareness, influence and engagement amongst key audiences.

## Marketing and Services Promotion

- Develop and deliver marketing plans that promote Belay's services and support service uptake and organisational growth.
- Create compelling, accessible content across a range of channels, including the website, newsletters, social media, presentations, publications and campaigns.
- Produce audience-specific communications for adoptive, kinship and special guardianship families, professionals, commissioners, funders and partner organisations.
- Manage and continually develop Belay's digital presence, ensuring website content remains accurate, engaging and accessible.
- Support the launch and promotion of new services, projects, partnerships and organisational initiatives.
- Translate impact data, service user feedback and lived experience into engaging stories that demonstrate the value and impact of Belay's work.
- Ensure lived experience stories are shared ethically, sensitively and in accordance with safeguarding, consent and data protection requirements.

## Fundraising Communications

- Develop communications that support fundraising, supporter engagement and income generation.
- Produce compelling communications assets, case studies and impact stories for fundraising campaigns, grant applications and funding reports.
- Work closely with the CEO to strengthen Belay's case for support through clear, evidence-informed storytelling.

## Volunteer and Community Engagement

- Lead the development and coordination of volunteer engagement activities across the organisation.
- Support the recruitment, onboarding, communication and recognition of volunteers.
- Support the development and coordination of a lived experience advisory panel representing adoptive, kinship and special guardianship families.
- Create meaningful opportunities for families and carers to contribute to service development, organisational learning and strategic planning.
- Ensure participation is inclusive, valued and embedded across the organisation.

# Responsibilities (2)

## Partnership and Stakeholder Engagement

- Support delivery of The Belay Foundation's Partnership Strategy.
- Work with the CEO to strengthen relationships with Regional Adoption Agencies, Voluntary Adoption Agencies, Local Authorities and other strategic partners.
- Support development of materials, presentations and engagement activities that build the case for commissioning and funded partnerships.
- Develop relationships with charities, community organisations, professional bodies, academic institutions and other aligned organisations.
- Represent Belay externally at meetings, events, conferences and networking opportunities as appropriate.

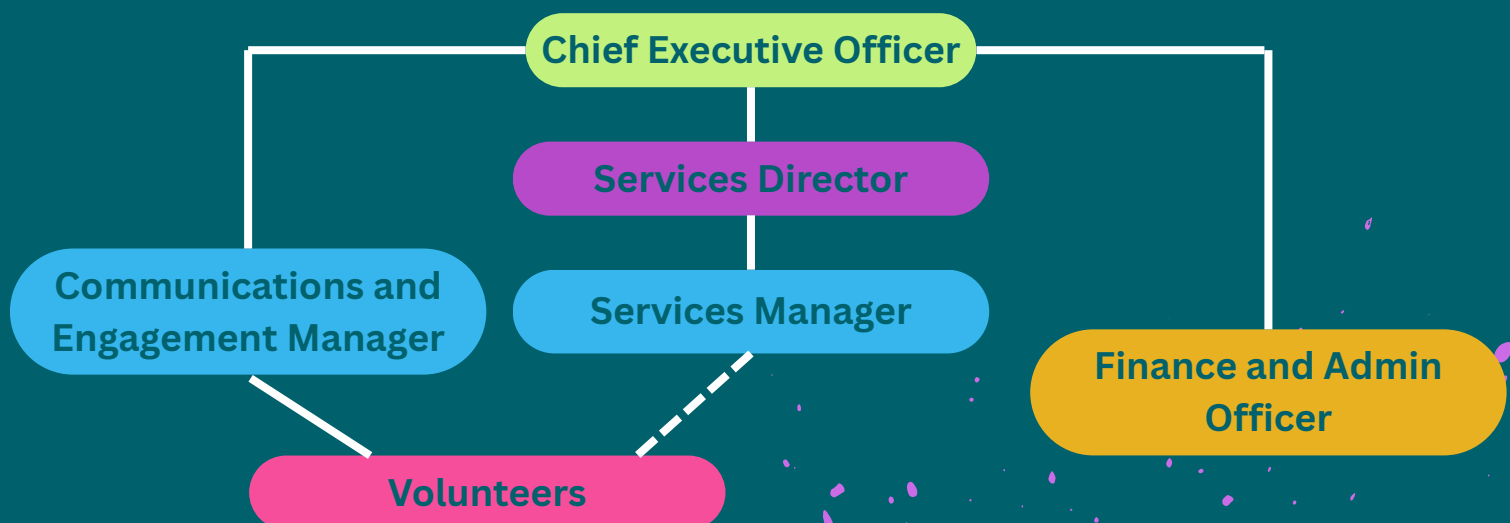
## Monitoring, Evaluation and Organisational Learning

- Monitor and evaluate communications and engagement activity against agreed objectives and KPIs.
- Produce regular reports on communications performance, stakeholder engagement and audience growth.
- Use data, feedback and learning to inform future activity and organisational decision-making.
- Contribute to organisational impact measurement and learning processes.

## General

- Work collaboratively with colleagues to support organisational objectives and priorities.
- Ensure compliance with relevant legislation, including GDPR, fundraising regulations and accessibility requirements.
- Undertake any other duties appropriate to the role and level of responsibility.

# Organogram



# Who we are looking for

## Knowledge and Experience:

- Experience of developing and delivering communications, marketing or engagement strategies.
- Experience of creating compelling content across multiple channels and audiences.
- Experience of managing websites, newsletters, social media platforms and digital communications.
- Experience of developing communications that support fundraising, income generation or supporter engagement.
- Experience of stakeholder engagement, relationship-building and partnership development.
- Experience of working with volunteers, service users or community groups.
- Experience of translating impact data, evaluation findings and lived experience insight into accessible communications.
- Experience of planning and delivering campaigns and measuring their effectiveness.
- Understanding of brand management and consistent organisational messaging.
- Understanding of equality, diversity, inclusion and accessible communications.

## Skills and Abilities

- Excellent written communication skills, with the ability to adapt style for different audiences.
- Strong interpersonal and relationship-building skills.
- Ability to develop compelling narratives and communicate complex issues clearly.
- Excellent organisational and project management skills.
- Ability to work independently and manage competing priorities.
- Strong digital communication and content creation skills.
- Ability to analyse data and use evidence to inform communications and engagement activity.
- Ability to represent the organisation professionally and confidently with external stakeholders.

## Desirable

- Experience within the charity sector.
- Experience of working within adoption, kinship care, special guardianship, children's services or family support.
- Experience of volunteer management.
- Experience of CRM systems, audience segmentation and email marketing platforms.
- Experience of media relations and PR.
- Experience of supporting commissioned services, partnership development or business development activity.
- Knowledge of the post-placement support landscape.

## Personal qualities

- Passion for improving outcomes for children and families.
- Commitment to the mission and values of The Belay Foundation.
- Collaborative and relationship-centred approach.
- Creativity, initiative and a solutions-focused mindset.
- High levels of integrity, professionalism and accountability.
- Commitment to lived experience participation and co-production.

# How to apply

Please send your **CV and a covering letter to [recruitment@thebelayfoundation.org.uk](mailto:recruitment@thebelayfoundation.org.uk) by 6pm on Tuesday 1 September 2026** showing your experience and describing why you feel the role is a good fit for you. Please use 'Communications and Engagement Manager Application' as your email heading.

Please send any queries about the role to our current Interim CEO, Libby McVeigh at [libby@thebelayfoundation.org.uk](mailto:libby@thebelayfoundation.org.uk). Due to annual leave, responses will be shared either **before 7 August 2026 or after 24 August 2026** depending on when received.

Successful candidates will be required to provide details of two referees and complete an enhanced DBS check before starting.

## Recruitment process dates

**Closing date for applications:** 6pm on Tuesday 1 September 2026

**Online interviews:** 17 September 2026



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[www.thebelayfoundation.org.uk](http://www.thebelayfoundation.org.uk)