

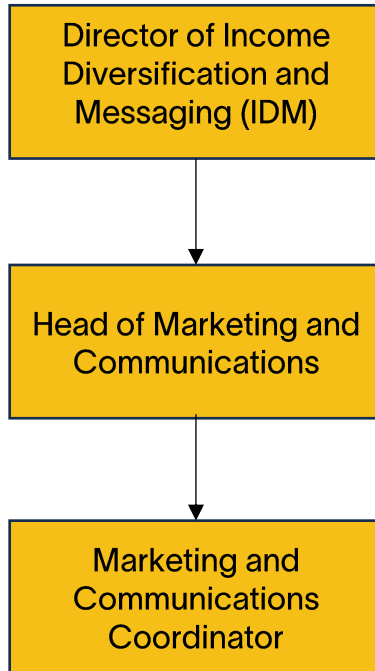
# Right There

Job Pack  
Head of Marketing and  
Communications  
(December 2025)

Preventing  
homelessness,  
one person  
at a time

# Job Purpose

## Head of Marketing and Communications



The Head of Marketing and Communications is part of the Senior Management Team and plays a key role in raising awareness of Right There, strengthening our brand, and helping people understand the difference our work makes. The role leads on the planning and delivery of all marketing, communications, PR and digital activity, ensuring our messages are clear, consistent and grounded in people's experiences.

The postholder will manage the day to day running of the communications function, oversee staff and agency partners, and ensure that all activity supports organisational priorities, including income generation, partnership development and programme impact. The role provides expert guidance across the organisation and works closely with the Director of Income Diversification and Messaging.

# About Right There



We are Right There, a charity celebrating our 200th anniversary in 2024. We provide tailored support for people, at home, and in the community. We are here for people who are living with the effects of homelessness, poverty, addiction, or family breakdowns. Last year we supported almost 4,000 individuals, helping to prevent them from becoming homeless or separated from the people they love.

We are here to offer the right support at the right time, including breaking down financial barriers; accessing the private rental market; linking up with local health, employment and training services to help people make connections within the community; and, helping people feel happier, safer, and more confident to take steps to improve their own lives.

Every person's story is unique, and everyone's route home is different, so we tailor our response to the individual. We want to challenge stereotypes – it doesn't matter what the situation is – we're not here to judge, only to help.

Our approach is about creating trusting relationships and nurturing people's strengths, and our 200 dedicated staff, mentors and volunteers play a crucial role in this.



# Our key areas of focus



## For People

We provide tailored support for children and adults to help individuals and families feel happier, create stronger bonds and stay together.



## At Home

We provide safe and supportive places to call home for people of all ages, from any circumstances, for as long as they might need it.



## In The Community

We provide the tools for people to live independently and build their lives within their community, creating their own safe and secure homes.

## **Our Vision**

A world where everyone has an equal chance to create a safe and supportive place to call home.

## **Our Mission**

We meet people where they are in life with no judgement; walking alongside those who need support, and preventing them becoming homeless or separated from the people they love.

## Values

At the heart of Right There is our values. And we are proud to live these every day; to be the best we can be for those involved in our work.

## Respect

We treat everyone the same way - with dignity and respect. You'll find no judgement here.

## Integrity

We take great pride in having high standards and transparency about our goals and progress as a charity.

## Compassion

We understand the importance of empathy, and the power of a shoulder to lean on.

## Aspiration

We believe firmly in the goodness in people; their strengths and what makes them unique.

## Reflection

We are always learning to be the best we can be.

# Main Role Responsibilities

## **Strategic Leadership**

- Contribute as a member of the Senior Management Team to the development and delivery of organisational strategy.
- Provide strategic direction across communications, policy, public affairs, and supporter engagement.
- Support the Director in organisational planning, priorities, and decision-making.

## **Strategic Requirement & Engagement**

- Support the Director of Income Diversification and Messaging in organisational strategy, planning and development
- Develop and implement the communication and marketing strategy, including internal and external communications.
- Build Right There's communications in line with organisational expectations and targets.
- Develop business cases and cost-benefit analyses to support initiatives.
- Lead policy, press and public affairs activity to raise the organisation's profile and influence relevant agendas.
- Act as the primary contact for media and stakeholder engagement, ensuring consistent messaging.
- Advise the SMT on communications, reputation management, and emerging policy issues.

## **Marketing, Communications and Internal Communications**

- Develop and deliver the marketing and communications strategy to raise the profile of Right There and grow supporter engagement.
- Ensure consistent, values-led communication of the charity's mission, vision, programmes and impact across all internal and external audiences.
- Oversee all external communications activity including media, digital and print
- Oversee internal communications, ensuring staff and volunteers feel informed, connected and engaged.
- Position Right There as a credible and trusted voice within the sector by contributing to public debate, external commentary, and policy-related communications, in line with organisational priorities.
- Manage website development and content strategy to present programmes and lived experience clearly, ethically and accessibly.
- Work with HR and programme teams to ensure internal communications support engagement, culture and organisational priorities

# Main Role Responsibilities

## **Planning, Governance and Evaluation**

- Monitor KPIs and use insight and data to inform communications and engagement activity.
- Ensure governance for approvals and sign-off processes.
- Ensure compliance with GDPR, safeguarding, copyright and ethical storytelling standards.
- Maintain records, asset libraries, and content systems.
- Lead on reputational risk management and coordinate crisis and high-risk communications, advising LT and working closely with senior colleagues to protect trust in the organisation.
- Develop and manage the marketing and communications budget effectively.
- Secure technology or external resources as required.
- Ensure efficient and effective use of resources.

## **Team Leadership and Management**

- Provide strong, effective leadership across the organisation.
- Lead and develop the marketing and communications team, managing workloads and supporting staff, volunteers, freelancers and agency partners to deliver effectively.
- Evaluate team and individual performance, coaching and developing your team to reach their full potential.
- Support the development of staff skills, confidence, and creativity.
- Provide expert and insightful support & challenge to the Leadership Team and wider management strengthening decision making
- Contribute to the overall work of Right There alongside the Director of Income Diversification and Messaging and other senior colleagues.
- Lead a culture that reflects Right There's vision, mission, and values.
- Maintain collaborative relationships across the organisation in support of Right There's vision, mission and values to deliver on its strategic objectives



# Essential skills and experience



- ✓ Significant management experience in a marketing, communications or PR role, ideally within a charity or social purpose setting.
- ✓ Strong background in multi channel communications, combining digital, social, PR, content creation and campaigns.
- ✓ Demonstrable experience overseeing brand, messaging and creative delivery.
- ✓ Proven ability to manage press and media engagement, including preparing press materials and advising senior leaders.
- ✓ Experience planning and delivering social media campaigns and evaluating digital performance.
- ✓ Strong editorial judgement with excellent writing, editing and content quality assurance skills.
- ✓ Experience managing staff, freelancers and agency partners.
- ✓ Confident managing multiple workstreams and deadlines in a fast-paced environment.
- ✓ Ability to build strong internal and external relationships.
- ✓ Comfortable interpreting and using data, analytics and insight to inform decisions.
- ✓ Knowledge of accessibility standards, ethical communications and safeguarding considerations.

# Desirable skills and experience/Personal Attributes



- ✓ A natural storyteller with a genuine interest in people's experiences.
- ✓ Compassionate, thoughtful and values driven.
- ✓ Calm under pressure and confident in handling sensitive issues.
- ✓ Collaborative and supportive, with a willingness to share ideas and listen to others.
- ✓ Creative, curious and open to learning.
- ✓ Strong attention to detail and commitment to high quality work.
- ✓ Able to represent the organisation with confidence and professionalism.
- ✓ Resilient, adaptable and comfortable working in a changing environment.

# Role Details

**Contract:** Full time, permanent, 35 hours per week.  
**Salary:** SCP 49 – 53 (£53,300 – £58,630 per annum)  
**Reporting to:** Director of Income Diversification and Messaging

- Working hours are 9am to 5pm Monday to Friday
- Your core place of work will be 15 Dava Street, Glasgow, G51 2JA with travel to programmes as required.
- You may be required to work from such other place as the organisation may reasonably require from time to time.
- Annual leave entitlement of 210 hours holiday (equivalent to 6 weeks) pro rata per year in the first year rising to 280 hours (equivalent to 8 weeks) pro rata per year in the second. This includes public holidays.
- All appointments are subject to a minimum of a 12-week probationary period.
- You will be automatically enrolled into the People's Pension. Deductions will be taken from your salary in the month you will complete 3-months of employment
- It is the nature of the work of Right There that tasks and responsibilities are, in many circumstances unpredictable and varied. All employees are, therefore, expected to work in a flexible way when the occasion arises.

# How We Equip Our People to Thrive

## Contractual Benefits

- Opportunities to work flexibly around the needs of your programme.
- Real Living Wage employer.
- 6 weeks annual leave, rising to 8 after a year (plus you can purchase and sell up to 5 days).
- Contributory pension with the Peoples Pension after 3-months, provided you meet auto-enrolment criteria. Employer and employee contributions are at 5%.
- Life insurance at 4 x your salary through YMCA Group Life Assurance Scheme.

## Development and Wellbeing Benefits

- 24-hour counselling and wellbeing services and self-care hub through Our Employee Assistance Programme and Wellbeing Hub.
- Free access to our Mentoring Platform where you have the opportunity to be mentored by an industry colleague or be a mentor – you could be both!
- Access to a range of development opportunities, such as being trained on our trauma informed [People First approach](#), and access to our annual plan of training and development relevant to your role and growth.
- For appropriate roles, funded SVQ 2 and 3 qualifications.

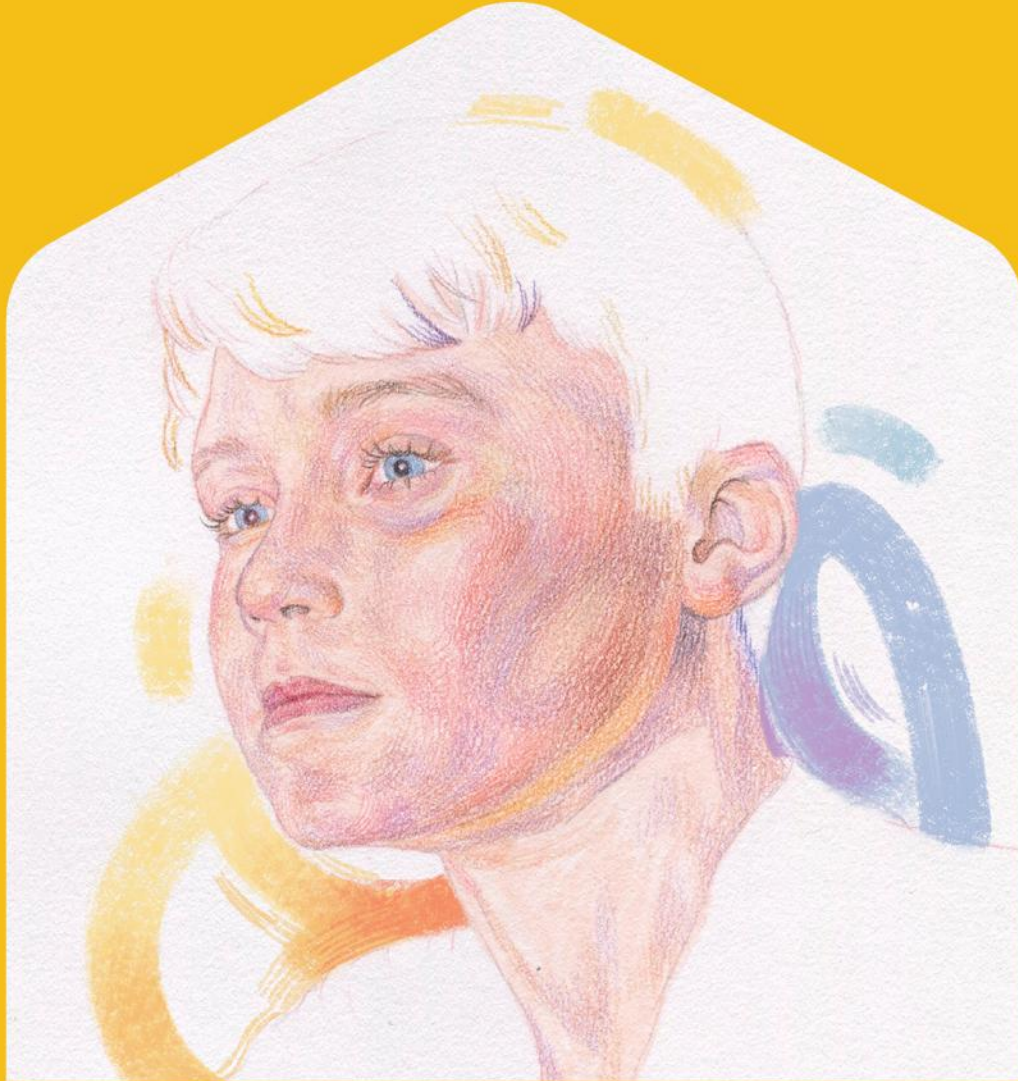
## Enhanced benefits

- Enhanced maternity, adoption and shared parental leave with 12 weeks full pay and 12 weeks half pay.
- Enhanced paternity pay at 2 weeks full pay.
- Up to 5 paid days for compassionate leave for the loss or serious illness of a loved one.
- For those who qualify, full pay for Neonatal care leave of up to 12 weeks (inclusive of statutory neonatal care pay).
- 2 weeks full pay for Parental Bereavement Leave.

## Additional Benefits

- Access to Health Shield, where you can set up a monthly payment plan to access additional wellbeing services, including GP Anytime, payment towards dental care, glasses, massages and physiotherapy.
- Cycle To Work Scheme – hop on your bike to feel healthier and save money.
- Glasgow Credit Union – join to receive offers on loans, savings and mortgages to people who live and work in the Glasgow 'G' postcode.
- Refer a Friend to come work with us and receive £100.
- As a charity worker you can purchase a [Blue Light Card](#) for £4.99 for two years, offering you access to over 15,000 discounts with local, regional and national UK brands. These discounts are available online and in-store across many categories.
- [Company Shop](#) also offer discounted items to you within their stores
- Sign up for a chance to win free tickets to live events at [Concerts for Carers](#).





[www.rightthere.org](http://www.rightthere.org)  
[hello@rightthere.org](mailto:hello@rightthere.org)

Follow us search 'Right There':



**Thank you.**

**Good luck with your  
application.**

**For People.  
At Home. In the Community.**