



AGENDA

alliance

Communications Co-Ordinator

Job Pack

Who we are

We are the Agenda Alliance.

We are bold, ambitious feminists, living in a world where women and girls at the sharpest edge of adversity are consistently overlooked and harmed.

Too many women and girls are hurt; too many lives are damaged; too much potential is lost.

We are a social movement, campaigning with courage and in solidarity with our Alliance members and women and girls, so that they can thrive.

"Policymakers need a kick up the butt. They need to do something, and they need to do it fast otherwise there are going to be so many more disadvantaged women; more suicides, homelessness, child removal. It needs acting on and it needs acting on fast."

— Women's Advisory Network member



Our mission

We advocate and campaign for systems and services to respond appropriately to women and girls with multiple unmet needs.

Our purpose

We want public services to respond better to the distinct and multiple unmet needs of women and girls, including appropriately responding to gender, age, race and trauma.

For the whole system to respond better, we stand in solidarity with the voluntary sector and advocate for them to be empowered.

Our values

Our values are our guiding principles for our work to deliver our mission. It is who we are and how we behave.

We promise to be:



Intersectional

We understand that the most disadvantaged women and girls experience multiple types of intersecting trauma and disadvantage. So, we approach our work in a way that cuts across services, sectors and systems that are there to support the full breadth of issues and disadvantages that women and girls face.



Courageous

We are courageous in speaking out and taking action for and with all women and girls. We stand in solidarity with all women and girls and provide platforms for their views and voices. We campaign confidently, with pride, strength and grit.



Credible

We design campaigns that are grounded in robust evidence, proven good practice and the experiences of women and girls. We are committed to constant learning from the wider sector and our Alliance members – including small, specialist, front-line organisations – and learning from women and girls.



Clear

We communicate with clarity and try to be as clear as possible, so that everybody can understand, contribute and join our social movement. We speak in plain English and are committed to translating into different languages when required, including BSL. We do not waffle and are impactful when we present.



Collaborative

We collaborate with others in a meaningful way and stay true to our history of convening the sector. We will continue to listen to different perspectives and draw strength from diversity. We seek to develop shared understanding, to find new ways of talking, thinking and working across divides and boundaries.

Background

Agenda Alliance was brought together in 2015 to advocate for women and girls at risk, following Baroness Corston's report into women in the criminal justice system.

Since our foundation, Agenda has become established as the go-to organisation on gender and multiple disadvantage. We have built an alliance of over 100 members across England and Wales who span a range of specialisms, bringing together large national charities and small local organisations to campaign for women and girls with unmet needs. We have built strong relationships across the political spectrum, voluntary sector and academia, generating real change in policy and practice for women and girls experiencing multiple disadvantage.

We are seeking a communications expert to raise awareness of our projects and campaigns and help our organisation platform our members and the women and girls' voices. This person will help us demonstrate the impact of our influencing work, as well as the impact of our alliance, to our stakeholders, including policy/decision-makers and funders.

A varied role, the person will be a natural story-teller and will report to the Head of Influencing & Impact (currently being recruited) but will work closely with the entire team, including the CEO on organisational comms.

*"As a mum to daughters, I want them to see that women can achieve and have got a voice and when women come together magical things happen And you feel like you're making a difference for future generations." —
Expert by Experience*



Job Pack Communications Co-Ordinator

The role

Job title

Communications Co-Ordinator

Reporting to

Head of Influencing & Impact

Salary

£32,136 per annum

Contract

Full-time, permanent. We are open to discussing flexible or part-time working.

Benefits

Access to a defined contribution pension and 25 days annual leave per year (pro rata) + three working days between Christmas and New Year.

Location

Hybrid working, with 2 days in the office

Shoreditch Exchange
Gorsuch Place
Shoreditch, London
E2 8JF

Job purpose

To tell our story and demonstrate our impact to our stakeholders using different communications and marketing channels, while embedding and platforming the powerful voices of our alliance members and the women and girls we exist for.

What might your week look like?

A typical week for you as Communications Co-Ordinator might look like:

- You start your week by checking the headlines and google alerts for any important developments relevant to Agenda Alliance's work. You collate these into an email update and circulate across the team.
- One news story is about a government announcement regarding plans to tackle young people's absence from school, so you flag this with the Campaigns and Influencing Manager. After discussing, you work with her and the Policy and Public Affairs on a draft for a public response, as well as a quote, for the CEO to sign-off.
- Next, you design some graphics to share alongside the response on our website and social media, and check our platforms, scanning engagement. A few key stakeholders have shared a post about our research, so you record this on our impact tracker.
- A collective cross-sector campaign is launching tomorrow, so you make sure the correct launch graphics and copy are scheduled.
- Later in the week, you attend the monthly Policy and Research team meeting. The Research and Evidence Officer has been working on some new stats analysis, which you'll need to share with media. You and the Engagement Officer check in afterwards to decide who from our Women's Advisory Network to approach for a quote for the press release, and you start a draft for the Campaigns and Influencing Manager to review.
- Agenda Alliance has a big fundraising campaign planned in a couple of months, so you meet with the Fundraising Manager and Campaigns and Influencing Manager to discuss progress. After the meeting, you put together a comms plan, including key messaging, ideas for potential campaign assets, and a timeline for delivery for their review.
- You wrap up your week by polishing off your outstanding actions, including putting some presentation slides into brand for the CEO. You then check the organisational planner to make sure you're on track with upcoming key deadlines, and start collating content for the next members' newsletter.

What is it like to work here?

Wellbeing is a priority,
with a flexible working
and 'duvet days'

Team brunches!

Highly-supportive work
environment,
encouraging learning and
respect of lives outside of
work

Working with dedicated,
talented women on the
team, on our Board and
with our Alliance
members

Supportive and engaged
board of Trustees

We care deeply about the
work and better outcomes
for women and girls

We work on the
understanding that
women and girls are the
experts

We know how to
have fun too!

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Job Description

Comms delivery

- Manage multiple communications workstreams including socials, newsletters, media and our website, producing relevant content for each platform to engage and develop Agenda's audiences.
- Develop engaging and impactful comms outputs and assets to effectively reach key audiences and drive forward our influencing goals.
- Contribute to organisational fundraising, supporting leadership and the Fundraising Manager to deliver public-facing campaigns, and providing evidence, information and assets for bids, reporting and funder meetings.
- Contribute to Agenda's work to embed anti-racist, inclusive and trauma-informed practice into our work.

Comms planning and processes

- Design comms plans and timelines for projects, events and milestones, recommending appropriate channels, launch dates and suggested messaging.
- Maintain Agenda's communications systems, including a comms calendar, team toolkits and resources.
- Use analytic tools (Buffer, Plausible) to conduct regular analytics and track success of communications and campaigns outputs to contribute to Agenda's impact reporting.
- Be responsible for effectively monitoring and evaluating our communications using our innovative impact measurement system and tools to capture systems change.

Digital and social media

- Lead on the development and maintenance of the website, ensuring it's updated and engaging and helping to drive traffic
- Lead on all our social media channels, ensuring we increase our followers, engagement and reach
- Keep on top of digital and social media developments and explore new opportunities such as podcasts.

Press and PR

- Drive media engagement, through developing media contacts and drafting press releases, op-eds, reactive statements and other copy as necessary to drive high-profile media coverage – which may involve working closely with a media consultant.
- Provide media briefing for relevant spokespeople, including the CEO and Trustees

Engagement

- Centre women and girls' voices in comms to amplify their views and asks of policymakers, including working with members of the Women's Advisory Network(s) to develop skills as campaigners and spokespeople.
- Developing communications outputs in collaboration with our wider engagement and codesign – supporting skills sharing and codesign in our overall engagement work
- Champion our Alliance members, centering them in our communications and wider influencing efforts.

Brand and design

- Manage consistent implementation of Agenda's brand and key messaging, including supporting the team in their use across external-facing contexts.
- Maintain and develop brand assets such as case studies, brand photography, audio recordings and video assets.

Person Specification

Essential

- a) An inclusive feminist with a commitment to working on women and girls' issues, gender equality and social exclusion.
- b) An inspiring storyteller, able to translate policy recommendations and the experiences of women and girls with multiple unmet needs into compelling communications and campaigns through both written and spoken word.
- c) Proven experience of engaging marginalised people from diverse backgrounds in communications activity, including media and events, in a trauma-informed way and adhering to good safeguarding practices.
- d) Highly organized with strong attention to detail, and capable of setting project plans and delivering against multiple targets and reporting processes.
- e) A confident digital communicator, with proven experience of using digital tools, social media, and organizational website management to grow interest, audience and profile
- f) Experience of working with the media and/or media relations consultants or professionals, including writing press releases, comments and articles to garner national and local coverage.
- g) Independent and resourceful, and a quick learner.
- h) A friendly and approachable team player, willing to ask questions, and work collaboratively and effectively with a range of partners.
- i) A proactive problem solver who can try new approaches and set new goals.
- j) Willingness to travel and meet our members and women and girls with lived experience of multiple unmet needs to engage them in communications activities.



Person Specification

Desirable

- A good eye for design, and understanding of/a keen interest in learning to use design tools such as Canva or the Adobe Creative Suite
- Experience of organising online and in-person events.
- Good understanding of the political environment and can engage with complex policy issues, in particular how experiences of multiple disadvantage can intersect
- Experience working in a small, agile organisation and of hybrid working.



How to apply

Please apply by 9am on Monday 13th October 2025, with a cover letter (no more than 2 pages) outlining your suitability for the role, addressing points a) to f) in the Person Specification on page 10 of this job pack. In addition, please send us your CV.

You can submit both your letter and CV via this short form: <https://tally.so/r/mY2xd5>

When you send your application, we ask that you also complete our equal opportunities monitoring form [here](#).

Completing this form helps us to understand the kinds of people who are applying for roles at Agenda, and whether we are attracting a broad range of applicants. The form is anonymous, and it cannot be linked to your application.

If you have any questions regarding the application process, or require any further details, please contact adminsupport@agendaalliance.org.

Closing date: 9am, Monday 13th October 2025.

The interviews will take place in November and there may be two rounds.

Equal opportunities

Agenda Alliance selects all candidates for interview based on their skills, qualifications, experience and ability to do the role advertised. We welcome and encourage applicants from all backgrounds and do not discriminate on the basis of age, disability (physical or learning), gender reassignment, marriage or civil partnership, pregnancy/maternity, race, religion or belief, sex or sexual orientation.

We will provide reasonable support to applicants with disabilities throughout the recruitment process. Please contact adminsupport@agendaalliance.org to identify any additional support that you may require to enable you to make an application.

The successful candidate will be required to undergo a DBS check. Agenda will treat all DBS applicants who have a criminal record fairly and not discriminate automatically because of a conviction or other information revealed. We will use a DBS to determine an applicant's suitability only in so far as it is relevant to the position. A criminal record, in itself, will not prevent someone from being appointed to the job.

Find out more

For further information, please visit us online:

Website: www.agendaalliance.org

Read our strategy here: www.agendaalliance.org/our-work/five-year-strategy

Find our ten year impact report here: <https://www.agendaalliance.org/about-us/our-impact/>

Instagram: @agenda_alliance

Bluesky: @agenda-alliance.bsky.social

LinkedIn: www.linkedin.com/company/agenda-alliance

Agenda Alliance in the media

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The urgent need for change in prisons after survey finds women face high levels of racism by staff

PRISONS | RACISM | Friday 19 August 2022 at 1:06pm

Monifa Bobb-Simon
Presenter, ITV Central


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Exclusions

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'Banging a mum up for theft from shops, such as stealing nappies or Calpol for a child, is not the answer,' campaigner says

Maya Oppenheim Women's Correspondent • 4 days ago • 4 Comments



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One in four women will suffer domestic abuse at some point during their lives

Maya Oppenheim Women's Correspondent • Wednesday 22 February 2023 16:50 GMT • 6 Comments



News > Education

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Charities say more support for girls in schools is needed

Athena Stavrou • Thursday 24 July 2025 08:56 BST • 0 Comments



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Poverty

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Rise in vulnerable women dying early in north-east England, report finds

Charity identifies 'triple shock' of Covid, austerity and cost of living as premature deaths increase

Mark Brown North of England correspondent

@markbrown14
Mon 10 Jul 2023 06:00 BST

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