



Candidate Pack

Communications Officer

Fixed Term Contract

November 2025

Dear Candidate

We're delighted you're interested in joining Think Ahead as our new Communications Officer.

This pack contains all the information you will need to apply, including:

- The job overview and person specification.
- Timelines and information on how to apply.
- The legal bits, including our terms and conditions.

The closing date for this vacancy is 9am, Wednesday 26 November 2025, and we cannot accept any late applications.

Interview dates: Tuesday 9 December and Wednesday 10 December 2025

Equality, diversity and inclusion

Improving our diversity and inclusion is a priority focus for us, and we are actively seeking candidates from a wide range of backgrounds. We are committed to flexible working and will consider a range of options for the successful applicant to fill this post (these can be discussed at interview stage).

We are also a disability confident committed employer and encourage applicants with disabilities. Please let us know how we can make the recruitment process more accessible for you by emailing hr@thinkahead.org. Please also let us know if you would like us to send you the job pack in a different file format.

We regret that we cannot respond individually to all applicants due to the high number of applications we receive. If you have not been contacted within 2 weeks of the closing date, please assume that you have not been shortlisted for interview.

I wish you every success with your application and thank you again for your interest in Think Ahead.

Katie Leay
Head of Communications and Public Affairs

About Think Ahead

At Think Ahead, we believe that everyone living with mental health needs should be empowered to live the life they want and deserve. To achieve this we need a thriving mental health workforce.

We recruit, train and promote the mental health workforce, to enable the best support for people living with mental health needs. We know that good mental health care means looking at the whole person and the social determinants of their health – their home, relationships, finances, work and community.

It is an exciting time to join Think Ahead as we diversify our income and drive new business across our portfolio of training, workforce development, research and campaigning.

We are

A mental health workforce non-profit organisation.

Our vision

A thriving mental health workforce able to support people to live the life they want.

Our mission

We recruit, train and promote a thriving mental health workforce. We advocate for professionals to have the resources needed to deliver the right support at the right time.

Our values

Everyone who is part of Think Ahead is guided by our values. They were developed in collaboration with the people we work most closely with: our trainees, mental health and social work professionals, people with lived experience of mental ill-health, and supporters of our work.

In pursuing our goals, we each aim to be:



We embrace working with anyone who shares our goals and our values, and we aim to promote equality and diversity across all areas of our work – from the way we recruit mental health social work trainees and head office staff, to what we teach on our flagship programme and how we design and deliver it.

We believe that working with a diverse range of people and honoring different perspectives is not only the right thing to do, but it also adds tremendous value – and is fundamental in working towards a society where everyone with mental health problems can flourish.

Job description

Job Title	Communications Officer
Reporting to	Head of Communications and Public Affairs
Working hours	Full time (4 days a week or condensed hours considered)
Contract	6-month fixed term contract, potential to extend to 12 months.
Salary	£30,600 plus excellent benefits
Location	Hybrid until March – one or two days a week are required in the office in Farringdon. (Think Ahead's hybrid office and homeworking model is currently under review and may move to majority homeworking from March, with some travel still required. You'll be required to cover your own travel expenses to and from office/London location).

About the role

At Think Ahead, we believe that everyone living with mental health needs should be empowered to live the life they want and deserve. Our External Relations team brings this vision to life through communications, policy, research and influencing activity.

We are at an exciting time in our development, as we diversify our income and expand our work across training, workforce development, research and campaigning. As Communications Officer, you'll play a key role in raising Think Ahead's profile and helping us reach new audiences and partners.

We are looking for someone creative, pro-active and motivated to join our small, collaborative team. This role offers an excellent opportunity to develop your skills across a broad communications mix – from digital and media to storytelling and campaigns.

In this role, you will focus on storytelling, digital communications (including website, social media and email marketing), press activity, and internal comms support.

You'll use communications to:

- Support the organisation to secure new work and diversify our income streams through effective, targeted communications.
- Advocate for mental health practitioners, and for social approaches in mental health, including through our campaigning, research and external engagement.
- Amplify Think Ahead's profile and key messages through compelling storytelling, content creation and media work.

Key responsibilities

This is not an exhaustive list but gives you an insight into the type of work you will do:

Digital and content

- Develop and deliver engaging digital content across our website, social media and email marketing channels, ensuring a consistent tone and brand voice.
- Manage and update Think Ahead's website, creating new content and overseeing small-scale development.
- Lead on social media planning and community management, producing proactive and reactive content that amplifies Think Ahead's messages and raises our profile.
- Use digital analytics and insights to evaluate performance, share learning and continuously improve our communications.
- Plan and deliver email marketing and digital advertising campaigns to engage target audiences.

Storytelling and creative communications

- Create compelling content – in a range of formats including stories, images, blogs and video - that communicate Think Ahead's impact, engage diverse audiences and strengthen our brand.
- Support the production of publications and reports and briefings, ensuring content is clear, accessible and aligned with organisational messages.
- Contribute to campaigns and advocacy communications, helping to shape messages that influence decision-makers and promote social approaches to mental health.

Media and external monitoring

- Support the growth of Think Ahead's media and PR activity, helping to grow this area of work – including through drafting press releases, identifying opportunities for coverage, and managing media enquiries.
- Monitor sector and political developments, contributing to a rota for tracking external news and shaping timely organisational responses.

Internal collaboration and team support

- Provide advice and communications support to colleagues across the organisation.
- Contribute to the development and maintenance of internal communications tools, including the organisational calendar and stats library.
- Produce the monthly all staff communications update.
- Support the smooth running of day-to-day communications operations.

Person specification

Knowledge and experience

- Experience of working in a communications, or media role — ideally within a charity, public sector, or values-driven organisation.
- Experience creating and managing digital content across multiple platforms (e.g. website, social media, email marketing).
- Experience of producing compelling written and visual content, such as blogs, stories, case studies, videos or imagery.
- Knowledge of media relations, including drafting press materials and engaging with journalists (experience may be limited but interest and aptitude essential).
- Understanding of social issues, particularly mental health, social work, or health and social care.
- Experience of using analytics tools (e.g. Google Analytics, social media insights, email marketing data) to evaluate and improve communications.

Skills and competencies

- Excellent writing and editing skills.
- Strong digital skills, including confidence using content management systems, email platforms, and social media management tools.
- Good attention to detail.
- Good organisational and project management skills — able to manage multiple priorities, meet deadlines and maintain quality under pressure.
- Collaborative working style, able to build strong relationships with colleagues and external partners.
- Confident communicator who can present ideas clearly and persuasively.

Personal attributes

- Passionate about making a positive difference in mental health.
- Proactive, adaptable and willing to take initiative in a small, fast-paced team.
- Curious and eager to learn.
- Positive and solutions-focused, with a “can-do” attitude.
- Sensitive and empathetic when communicating stories about people and mental health.
- Committed to equality, diversity and inclusion in all aspects of work.

Our benefits

Pay and pension

- Transparent pay structure.
- Auto-enrolment in our Aviva pension scheme.
- Up to 7% employer contributions dependent on matched contribution from employee.



Holidays and time off

- 28 days annual leave plus UK bank holidays (pro-rata for part-time employees).
- Entitlement rising to 29 days (pro-rata for part-time staff) after three years' service.
- Office closure between Christmas Eve and New Year's Day.
- Opportunity to carry over five days (pro-rata for part-time employees) into the following annual leave year.
- Support for external volunteering including two paid volunteering days.
- Enhanced occupational maternity, paternity, adoption, and shared parental leave policies and time off for IVF/fertility appointments.



Family life and work

- Enhanced occupational maternity, paternity, adoption, and shared parental leave policies and time off for IVF/ fertility appointments.
- Flexible working options to support those with caring responsibilities.



Community, ED&I and Employee wellbeing

- Opportunity to join our staff ED&I Action Group with representation from across the organisation.
- Access to mental health first aiders.
- Regular team socials (remote and in-person) and staff away days.
- Access to our 24/7, confidential employee assistance programme through Health Assured.

Flexible working

- Hybrid working, with a requirement of one to two days per week working in our London office and the option to work from home for the rest of the week. (Policy to be reviewed and we may move to majority homeworking from March)
- Core hours of 10.00am to 4.00pm to enable flexibility within the workday to accommodate individual preferences.
- Provision of equipment needed to work comfortably at home and on the move.
- Flexible working options to support those with caring responsibilities.



Health

- Free eye test every two years and contribution towards cost of any glasses required due to work.
- Generous paid sick leave based on service.
- Life assurance.



Diversity, equity and inclusion

Our commitments

Think Ahead are proud to be an equal opportunities employer. We are committed to embedding equity, diversity and inclusion in everything we do. As an organisation, we strive to create and promote a diverse, inclusive, safe and supportive working environment for everyone. Together, we champion a shared commitment to building a workplace culture that embraces diversity of thought and different experiences and where every individual feels valued, respected and empowered to be themselves.

As part of our commitment to equity, diversity and inclusion, our ambition is to become a truly anti-racist organisation and maximise the value of our resources to help us achieve racial equity in our organisation and throughout our work in mental health social work.

We are transparent about what needs to change; we regularly update and engage colleagues but also publish on our website what we have achieved and what we want to do next. We've worked hard to make improvements to our processes and have plans to keep building on our progress so far.

Recruitment processes

We are committed to continuously improving our recruitment processes to make them as inclusive as possible. We use non-gendered language from job packs and ensure our person specifications are skills-based rather than qualifications-based as much as possible. We always do our best to accommodate reasonable adjustments where they are needed to participate fully in the recruitment process and will work with you to find out how we can best support you.

Employer accreditations

We have made a number of other commitments including being a living wage employer and a commitment to being a disability confident employer. We are also a member of the Employer's Network for Equality and Inclusion.



Our recruitment process

Below you'll find some guidance and tips for the recruitment and selection process.

Guidance on completing your application

Please provide a CV and a supporting statement (max 2 pages) outlining your fit for the role based on the person specification and email these to hr@thinkahead.org. Please also fill in our [equality and diversity monitoring form](#).

It is a good idea to address the criteria from the person specification and provide examples to demonstrate how your experience and skillset is a good fit for the role, and for Think Ahead specifically. We're also interested in hearing how you embody the Think Ahead values and how you demonstrate these through your experience and skills.

Don't forget other relevant experience outside work that may contribute to meeting the person specification, such as community, voluntary, and other interests. Describe any relevant skills this experience has helped you develop. Remember, it is your skills and abilities relevant to this job that we are looking for. Focus on ensuring you meet the essential criteria in the person specification.

Next stages of the selection process

Shortlisting

Once the vacancy has closed, our hiring panel will review your application, assess you against the person specification for the role, and determine your suitability for the position. We regret that we cannot respond individually to all applicants due to the high number of applications we receive. If you have not been contacted within 2 weeks of the closing date, please assume that you have not been shortlisted for interview.

Interview & Assessment

Interviews will usually be held virtually via Teams. Our interviews involve a combination of job-related behavioural and situational questions to better understand your capabilities and prior experiences as well as what you are looking for in your next role.

Our interview panels always consist of at least two people, and we are committed to having a member of our [Lived Experience Partnership](#) on the panel where possible. If we require you to prepare a presentation for your interview, we will provide you with the brief and details upon confirming your interview slot, ensuring that you have adequate time to prepare it.

Interview tasks

You may be asked to complete a short task before your interview, the details of which will vary depending on the role you applied for. In the event that this applies to your role, you will be sent information on the task and provided with a window of time to complete at your own pace. Our written tasks assess the skills and competencies needed to be successful in the role, so bear that in mind when you complete it.

Interview Preparation

In preparation for your interview, we recommend doing some research into who we are and what we do, as well as researching our organisational values. The interview is your chance to show us why you want to work here but it is also your opportunity to interview us and determine if we are a good fit for you; so, come prepared with any questions you want to ask us.

The legal bits and providing feedback

References

We will only collect details for referees where we have offered you a role with us and, will confirm this with you before contacting them directly. At least one referee must be known to you in a work capacity, having line managed you.

Reasonable adjustments

We're committed to ensuring that everyone can participate fully in the process, so if you need some adjustments made to do so, please let us know and we will do our best to accommodate where possible.

Feedback & unsuccessful candidates

Your details will remain on file for 6 months after you have applied for a position with us. After 6 months, they will be removed in line with GDPR.

If you are unsuccessful at interview stage, we'll be able to offer you feedback via a call with the hiring manager. Unfortunately, due to high volumes of applications received, we're not able to provide feedback to those who aren't shortlisted to the interview stage.



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The Think Ahead Organisation is a registered charity and a company limited by guarantee.
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