



emmaus
working together to end homelessness

Applicant Pack

National Communications Manager



Contents

Thank you for your interest in the role of National Communications Manager.

This pack provides you with useful information about our organisation, the job role and the application process. Please take the time to read this pack and our website to find out more about our charity, communities and social enterprises.

emmaus.org.uk 

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How Emmaus works

Emmaus supports people who have experienced homelessness and social exclusion. Our communities offer:



A stable home and a base to progress

Within Emmaus communities, everyone is provided with a furnished bedroom. It's a stable home from which people can build their confidence, skills and plans for the future. We ensure that all bills are covered, home essentials provided and fresh meals prepared each day. Each community includes shared living and dining areas where individuals can relax and socialise together.



A chance to gain skills and work experience

We offer the people we support opportunities to gain work experience within our social enterprises and communities. Many people find that participating in meaningful work opportunities brings purpose and a sense of routine to their day. The opportunity to contribute to their community and become an active part of society plays an important role in restoring people's self-esteem.



A sense of belonging and community

Each Emmaus community is a supportive and welcoming environment where people can rediscover companionship and a sense of belonging. Our communities are places where each individual is given space and supported to rebuild, develop and thrive in their lives. We foster the sharing of life experiences and encourage peer support, helping everyone to grow together.



I never thought I'd be homeless but stuff happens. Honestly, I wouldn't change what I've been through because I wouldn't be who I am today. I wouldn't have met my true self and proved how strong I am. Coming to Emmaus is one of the best decisions I've ever made.

Damian, former companion of Emmaus Salford



Emmaus overview

Emmaus is a secular organisation supporting people affected by homelessness and social exclusion. There are currently 29 Emmaus communities across the UK, providing a home, tailored support and meaningful work opportunities to more than 850 people, known within Emmaus as companions. In addition to existing Emmaus communities, there are three emerging groups working to establish new communities.

Emmaus is different to many homelessness charities and support services as we go beyond just offering a bed for the night; we provide longer-term support, stability, opportunities for personal development, and a strong sense of community.

Social enterprise is central to the Emmaus model as it provides work opportunities for companions but also generates a large proportion of the funding needed to maintain communities. Having something to do every day provides structure and a sense of purpose to Emmaus companions.

Our social enterprises play a huge part in helping to restore the self-esteem that many people lose when they are homeless, and enables them to make the most of their existing skills, while learning new ones.

Solidarity, helping others less fortunate than yourself, is central to the Emmaus way of life. Everyone at Emmaus, including companions, staff, trustees and volunteers, is encouraged to carry out acts of solidarity to support people who need it most.

For companions in particular, solidarity has a huge impact on their confidence and self-worth, showing them that they can make a difference to someone else's life and add value to the lives of people around them.

Emmaus in the UK

Emmaus communities and groups work together to empower people to change their lives for the better.

Our vision

A sustainable world in which everyone has a home and sense of belonging.

Our purpose

We exist to give hope and a sense of belonging to those who have experienced homelessness and poverty.

Our mission

To empower people affected by homelessness and poverty to change their lives for the better whilst using our voice to achieve social change.

At Emmaus UK, we do this by providing help, support and coordination to our members and protecting the principles, objectives and identity of Emmaus within the UK.

Emmaus in the UK has a federal structure, which means that each community and group is an independent charity with its own staff team and board of trustees. Emmaus UK was set up to unify and support the federation, providing a central set of services that bring members together and support the movement's growth in the UK.

Anyone wishing to set up a new Emmaus group must go through a rigorous affiliation process, which includes developing a firm business plan and demonstrating the capacity to establish a social enterprise and community. New groups are supported throughout this process and mentored by a more established community and by Emmaus UK.

Our values

- **Respect** — for others, ourselves, and our environment.
- **Sharing** — for resources, skills, challenges and successes.
- **Openness** — to ideas, challenges, and to other points of view.
- **Solidarity** — helping those in greatest need and opposing injustice.
- **Welcoming** — friendly, approachable and inclusive to all.



Our Strategic Plan for 2022 – 2027

We will help more people by

- Delivering a wider range of activities to address social exclusion.
- Creating more homes.
- Developing a range of employment and move on housing options.
- Maximising the use of every companion room.

We will work smarter by

- Improving our processes and making better use of technology.
- Developing and growing our social enterprises.
- Actively seeking opportunities to improve our environmental impact.
- Investing in our people through training and development.

We will shout louder by

- Helping people to better understand who we are and what we offer.
- Raising our profile within the sectors in which we operate.
- Campaigning and influencing to improve the lives of the people we support.
- Engaging more potential customers, supporters and companions.

Working together better by

- Improving our governance systems to achieve better coordination.
- Developing effective methods for sharing learning and ideas.
- Creating stronger links with the international movement.
- Developing a contemporary and values driven culture.



“This plan has been developed by the federation of Emmaus charities in the UK to make sure we are in the best position possible to thrive in a post pandemic world.

“As a federation of independent charities, Emmaus has the benefit of a strong community connection and the collective strength that comes from being part of a national and international movement. Through this plan we want to make the most of this collective strength and increase the positive impact Emmaus has in the UK.”



Charlotte Talbott, Chief Executive of Emmaus UK



Our movement

The first Emmaus in the UK opened in 1991. There are now 29 Emmaus communities in the UK with more than 850 companions living in communities stretching from Glasgow to Dover and Norfolk to South Wales. No two Emmaus communities are the same – each has its own individual personality, providing a set of services that meet the needs of its local area.

Emmaus in the UK is now well established but we are also part of a much wider and diverse global movement. Emmaus started in France in 1949, shortly after the Second World War, when homelessness was a significant problem. After the first Emmaus community was created in the eastern suburbs of Paris, many more communities opened in France and across Europe, the Americas and in Asia.

The growth of the movement gave rise to the gradual development of a network of organisations that met in Bern, Switzerland, in 1969 to adopt the Universal Manifesto, the founding text of the Emmaus movement.

Today, the Emmaus movement includes more than 420 Emmaus groups, located in over 40 countries. Across four continents – Africa, Asia, Europe and the Americas – Emmaus groups work to help the most excluded and tackle the causes of poverty.

All Emmaus groups have the same values whilst operating in very diverse social, economic and political contexts. Ever since the Emmaus movement began, it has always been both secular and independent in leading its struggle to tackle the causes of poverty and exclusion. The movement defends its vision of society: a fairer and more sustainable world where people are at the heart of the system and where there is a place for everyone.

Find out more about how the Emmaus movement has grown to serve and campaign for people and communities in need.

emmaus-international.org/en/ 



Role overview

National Communications Manager

It's an exciting and important time for our charity as we work to help more people out of homelessness and poverty as part of an ambitious strategy.

The National Communications Manager is a vital role in enabling both Emmaus UK and Emmaus communities and groups across the UK to achieve our ambition and strategic goal to shout louder, growing our profile and reach in order to support more individuals on the pathway out of homelessness.

The National Communications Manager will work with the Director of Fundraising and Influence to develop an ambitious communications strategy for Emmaus UK.

The person appointed to the role will develop and coordinate national communications programmes and campaigns and will lead on press and media work for Emmaus UK.

The successful applicant will also support our highly valued Regional Communications Service to deliver excellent communications support to Emmaus communities, and will put the needs and perspectives of communities and companions at the heart of plans.

The National Communications Manager will also take lead responsibility for internal communication at Emmaus UK and across the federation in the UK, linking to Emmaus Internationally.

This will include responsibility for oversight of the intranet and other internal communication systems, and delivery of key events such as the Emmaus National Assembly.

With a brand evolution project underway, the National Communications Manager will also play a critical role in building our brand and ensuring we demonstrate our impact.

At a time when our work is needed more than ever, it is an exciting opportunity to join a great team and achieve real impact.

Job description

National Communications Manager

Location:	Remote with travel required across the UK
Reporting to:	Director of Fundraising and Influence

Purpose of the role

The National Communications Manager is a vital role in enabling both Emmaus UK and Emmaus communities and groups across the UK to achieve our ambition and strategic goal to shout louder, growing our profile and reach in order to support more individuals on the pathway out of homelessness.

Principal responsibilities and duties

Communications strategy and approach

- To work with the Director of Fundraising and Influence to develop an ambitious communications strategy for Emmaus UK allowing us to 'shout louder' on behalf of, and in conjunction with, federation members.
- To continuously review, develop and improve our communication approaches to ensure maximum impact.
- To lead on Emmaus UK and national communications plans including taking forward relevant activities set out in the Emmaus UK communications strategy supported by the Director of Fundraising and Influence.

Internal communications

- To lead the continuous improvement of internal communications at Emmaus UK including development of more contemporary, digitally enabled communication methods that are intuitive and easy to engage with.
- To ensure that all internal stakeholders get the information that they need in a format that is both understandable and inspiring.
- To build capacity across the Emmaus UK team around communications in order that the team can communicate confidently and effectively with internal, federation and external stakeholders.

Communication with federation members and Emmaus internationally

- To lead on the development, implementation and continuous improvement of the Emmaus intranet (or its equivalent).
- To lead on and deliver the annual Emmaus National Assembly and other key events to engage the federation and bring the movement together in the UK.
- Develop systems to monitor levels of engagement with Emmaus UK communications and adapt as required. Engage federation members regularly to gauge their views.

- To support engagement with Emmaus Europe and Emmaus International by developing a supportive communication channel(s) and providing input, advice and support with localising content as required.
- To develop effective methods for Emmaus UK to communicate with companions and frontline staff and for companions and staff to communicate with each other across communities.

PR and national communications

- To work with the Director of Fundraising and Influencing to develop a PR and marketing strategy that will raise the profile of Emmaus in the UK.
- To develop and take forward a digital communications strategy broadening our reach with key stakeholders and supporting diversification of donor acquisition.
- To lead on press and media work for Emmaus UK capitalising on existing relationships and building new contacts. Reach out to influencers, media and beyond in order to arrange story placement on a national level.
- To determine strategic/national communications and marketing campaigns that will help further organisational goals and monitor their success and work closely with the Regional Communications Managers to deliver coordinated campaigns across the UK.
- To define key performance indicators for each communications channel which will indicate a campaign's level of success.
- Oversee the creation of national marketing and communications collateral to ensure that it is consistent with the organisation's brand.
- Work with the wider team to identify opportunities for companion involvement across all areas of national communications, championing and prioritising co-created content wherever possible.

Developing our brand and amplifying our voice

- Work with the Director of Fundraising and Influence to deliver the brand evolution project.
- Lead on the development of an ambassador programme, building a refreshed image and new networks for Emmaus in the UK.
- Work with sector and other partners (e.g. corporate supporters) to amplify the voice of Emmaus UK by developing coordinated communications.

Relationships and line management

- To line manage the Emmaus UK Digital Content and Campaigns Manager and Communications Officer.
- To line manage the Regional Communications Managers and work closely to share ideas and learning, and coordinate communications activities at a regional and national level.
- Ensuring effective line management and supervision of staff ensuring effective implementation of policies and procedures and to support staff with management or supervisory responsibilities in carrying out these duties.
- Work with the fundraising team to ensure alignment across fundraising and communications.
- Support a culture of collaboration, support and mutual respect at Emmaus UK and with federation members.
- To work closely with Emmaus UK's Partnerships and Federation Development team to identify opportunities for companion involvement across all areas of national communications.

- Provide facilitative, values-based leadership as part of the management team at Emmaus UK.
- Work effectively and in partnership with other Managers and the Senior Leadership Team to providing inspiring leadership to Emmaus UK and across the federation as required.
- Apply all of Emmaus UK's policies and procedures and ensure that comms teams members work in line with those policies and procedures.
- Operate within the framework of Emmaus UK's Strategic Plan and Annual Operational Plans and contribute to their outcomes.
- Work with Director of Fundraising and Influence and Director of Resources to set, monitor and manage annual budgets for your function.
- Undertake occasional additional duties as agreed with the CEO or Director of Fundraising and Influence, deputising as required.

Person specification

National Communications Manager

Experience, skills and attributes - essential

- Demonstrable commitment to Emmaus's mission to end homelessness and poverty and proven ability to role model values and principles across an organisation or movement.
- Ability to contribute towards the development of ambitious communications strategy and development and implementation of associated plans.
- Management experience including management of a national communications function.
- Proven ability to deliver effective national communications campaigns, demonstrating their impact and continuously improving.
- Demonstrable ability to achieve effective press and media engagement and national story placement.
- Strong understanding of, and ability to achieve effective internal communications utilising a range of means (including digital) to engage internal audiences.
- Ability to manage and contribute in a changing environment, including strong programme and project management.
- Proven experience of developing coalitions and partnerships to amplify voice and influence.
- Excellent communication skills including the ability to write reports that are accessible and compelling.
- Demonstrable experience of developing strong, mutually respectful and fruitful relationships with key internal and external stakeholders and the ability to support a team to do the same.
- Proven ability to develop partnerships that add value and have clear alignment with organisational vision and mission.
- Experience of promoting new ways of working and delivering culture, process and behaviour change.
- Ability to work effectively as part of a management team utilising a facilitative, collegiate and empowering management style, with staff management experience.
- Demonstrably comfortable working across multiple locations as Emmaus has 30 operational communities, 3 groups and a growing chain of social enterprises in locations across England, Scotland and Wales.
- Demonstrable commitment to equality, diversity and inclusion and high standards of integrity, honesty and professionalism.
- Understanding of, and commitment to co-production with service beneficiaries and others.
- Ability to negotiate and to manage sensitive issues in a political environment.

Experience, skills and attributes - desirable

- Experience of working within a national body and/or federated charity.
- Experience of working in a homelessness and/or poverty-exclusion setting.
- Experience of new brand development and implementation.
- Experience of developing or overseeing effective digital communications capability within a team.

Terms of employment

National Communications Manager

Starting salary:	£47,500
Hours of work:	5 days per week, Monday to Friday
Contract:	Permanent
Probation period:	6 months
Pension:	Stakeholder pension with 6% employer contribution
Holidays:	25 days + Bank Holidays + 3 concessionary days leave
Training and development:	Ongoing training and development
Volunteering:	2 days allowance each year
Employee Assistance:	24/7 employee assistance scheme is available
Wellbeing:	Weekly wellbeing hour to promote personal wellbeing
Flexible working:	Flexible working requests are welcome
Life assurance:	Death in service lump sum of 3 x salary



Application process

To apply for the role, please complete our application form and equal opportunities monitoring form and email to jobs@emmaus.org.uk by 5pm on Thursday 17 April 2025.

Please ensure you download the job pack and refer to the job description and person specification when completing your application form.

Those shortlisted will be invited to an interview conducted via Microsoft Teams between 28 and 30 April 2025.

If you would like to arrange an informal discussion about the role, please email jobs@emmaus.org.uk.

Emmaus UK provides equal opportunity for all job applicants and is committed to providing a work environment free of discrimination. We are dedicated to an inclusive culture, and we strive to create a workplace where teams of people with diverse backgrounds, characteristic, perspectives, ideas and experiences work together.

We welcome applications from all individuals irrespective of age, race, gender, sexual orientation, ethnicity, religion or belief, disability, marital status or parental responsibilities.

To ensure fairness and consistency to select the best candidate for our roles, all applications are anonymised up until an interview has been confirmed so that shortlisting is based solely upon the suitability of the candidate's experience.