

JOB DESCRIPTION

Title:	Head of Communications
Directorate:	Fundraising and Communications
Manages:	Senior Content Producer, Senior Communications Manager & Communications & Engagement Officer
Reports to:	Deputy Director, Public Giving & Communications
Location:	Hybrid (2 days a week required in London, UK (Near Charing Cross))
Contract:	Full time – 37.5 hours per week Permanent
Grade:	Professional Level 4
Salary:	£48,183 per annum FTE

ORBIS

Over 1.1 billion people live with vision loss in the world today. Yet for a staggering 90% of these people, visual impairment is treatable or could have been prevented.

Our vision is to transform lives through the prevention and treatment of blindness. With our network of partners, we mentor, train and inspire local teams so they can save sight in their communities. Through long-term programmes as well the Orbis Flying Eye Hospital, a state-of-the-art ophthalmic teaching hospital on board a customised aircraft, we have helped to treat and prevent vision loss for millions of people since we were founded over 40 years ago.

Overall purpose of the Job

As the head of communications at Orbis UK, you will lead the development and delivery of an integrated communications strategy that increases awareness, consideration and engagement across our priority audiences. You will define our brand narrative, ensure consistent and compelling messaging across all channels, and coordinate content, media, and digital activity to support organisational and fundraising goals.

You will take a strategic and hands-on role overseeing planning, messaging, and performance, while ensuring communications activity is insight-led, audience-focused, and aligned with organisational priorities. You will also identify opportunities to strengthen Orbis's presence across traditional media, influencers, partners, and digital channels, and drive the adoption of innovative approaches including AI-enabled tools.

You will bring substantial experience in leading multi-channel communications, with a strong grounding in brand, messaging and audience engagement. You will be able to translate organisational goals into clear strategic direction, while also providing hands-on support in the planning and delivery of content, media and digital activity. You will have the judgement to prioritise high-impact opportunities, the creativity to shape compelling stories, and the analytical skills to use data and insight to guide decisions. You will be confident co-ordinating across teams, managing suppliers, and representing communications at a senior level in key relationships, and you will be comfortable adopting new tools and approaches such as artificial intelligence to improve quality, efficiency and performance.

Main duties and responsibilities:

Strategic Leadership

- Lead Orbis UK's annual communications strategy and planning process.
- Define key messaging, brand narrative, tone of voice, and audience priorities.

- Ensure communications activity aligns with fundraising, supporter engagement, and programme priorities to maximise delivery of organisational goals
- Monitor trends across media, digital and content and adapt as needed.
- Champion insight-led decision making, including data from audience, performance and testing cycles.

Content & Channel Leadership

- Oversee integrated content and channel planning across social, website, email, media, and partner platforms.
- Ensure content aligns with brand guidelines and organisational objectives.
- Provide editorial and creative direction for major campaigns
- Promote the adoption of digital tools to improve efficiency and quality.

Media, PR & Influencer Coordination

- Oversee communications planning for key media moments and campaigns.
- Support and cultivate relationships with journalists, media outlets, and sector press.
- Expand Orbis's influencer and creator relationships to grow reach and engagement.
- Ensure all media activity supports our positioning, reputation, and fundraising goals.

Digital Coordination

- Coordinate with internal colleagues and external suppliers on digital planning, performance analysis, and optimisation.
- Support improvements to website content, UX, analytics and user journeys.
- Promote test-and-learn approaches across digital channels.

Stakeholder & Partner Management

- Work collaboratively across Fundraising and Communications teams to ensure alignment and integration.
- Liaise with Orbis global colleagues to ensure UK activity aligns with global messaging, content planning and resource use.
- Represent communications in cross-directorate meetings and strategic initiatives.

Project & Budget Management

- Develop and manage the communications budget.
- Oversee commissioning & management of external creative, media, and research partners and lead on partner agency strategy
- Produce high-quality reports and updates for internal stakeholders.

Line Management

- Provide leadership, coaching and line management for Communications team
- Line managing Senior Content Producer, Senior Communications Manager & Communications & Engagement Officer
- Support a culture of learning, experimentation and continuous improvement.

Media & PR

- Support crisis communications planning and responses as required

- Support on high-profile media opportunities as required

General Requirements

- Uphold GDPR and all data protection and fundraising regulations.
- Contribute actively to Orbis's organisational digital transformation.
- Work collaboratively and be flexible in supporting organisational priorities.
- Undertake additional responsibilities as delegated and required
- Willingness to work occasional evenings and undertake international travel.

Key Relationships

Internal:

Director of Fundraising and Communications
Fundraising & Communications Leads / Managers
CEO
Programme and Operations colleagues

External:

Global Orbis offices & communications team
Media outlets and journalists
Creative, PR and digital agencies
Influencers and content creators

PERSON SPECIFICATION

Essential Experience

- Leading or significantly contributing to organisational communications strategy.
- Managing multi-channel content and communications delivery across platforms.
- Developing compelling storytelling for diverse audiences.
- Experience working with media, pitching stories, and handling press relations.
- Managing suppliers, agencies and external partners.
- Strong understanding of brand, messaging, and audience development.
- Familiarity with analytics tools, reporting dashboards and data-led decision making.
- Experience with or willingness to adopt AI for content, insights, and optimisation.
- Budget management responsibility in a communications or marketing context.

Desirable Experience

- Working within international development or humanitarian organisations.
- Overseeing or coordinating digital performance, SEO, or UX improvements.
- Managing or mentoring staff.
- Working with international content gathering processes.
- Leading communications for fundraising or supporter engagement campaigns.

Personal attributes:

- Enjoy building relationships with a diverse range of stakeholders and colleagues and always professional in your interactions.
- Strong attention to detail and accuracy.

- Ambitious, resilient, focussed and comfortable with the responsibility of successful delivery.
- Strong sense of curiosity, supported by excellent questioning skills and critical thinking.
- A willingness to deliver, evaluate, learn and improve.
- Able to work collaboratively and be a supportive and effective team member.
- Able to display initiative and manage own workload.
- Willing to take responsibility for identifying own training/development opportunities.
- A high level of cultural sensitivity.
- A demonstrable affinity with the values and work of Orbis.

In return we can offer you:

- Competitive Salary benchmarked annually
- Minimum 25 days holiday pro-rated increasing with length of service
- Life Assurance Policy (4 x salary)
- Employee Assistance Programme
- E-learning Courses
- Social Activities
- Flexitime
- Free Sight test

Plus, following successful completing of your probation:

- Matched employer pension contribution up to a maximum of 10% of basic salary
- Interest free season ticket loan
- Cycle to work scheme
- Contribution to cost of new prescription glasses
- Possibility of an overseas project visit after 3 years' service

Our Values

At Orbis we look to attract inspiring and motivated people to help fight blindness in communities around the world. Experience is vital to any application but over and above this we are looking for individuals who share our values.

Our values of Trust, Caring, Commitment, Accountability and Excellence are the thread that connect our global team across geographies, languages, job functions, and time zones. The Orbis values reflect the way we - as an organisation and as individuals - approach problems and communicate with each other.

Our Vision

To transform lives through the prevention and treatment of blindness

Our Mission

With our network of partners, we mentor, train and inspire local teams so they can save sight in their communities.

Equal opportunities

Orbis UK is an equal opportunities employer and welcomes applications from any suitably qualified persons. We operate an anonymised recruitment procedure so that no job applicant receives less favourable treatment either directly or indirectly, on the grounds of age, gender, reassignment, being married or in a civil partnership, being pregnant or on maternity leave, disability, race including colour, nationality, ethnic or national origin, religion or belief, sex

and sexual orientation. This aims to ensure all applicants are assessed solely on the strength of their application and not be affected by unconscious bias or confirmation bias. Orbis UK acknowledges and recognises the disadvantages and barriers people from underrepresented and socially diverse groups face in the workforce. Orbis UK is committed to addressing this issue and we strongly encourage those from underrepresented and socially diverse groups (Black and Ethnic minorities, LGBTQ+ and candidates with disabilities) to apply.

Safeguarding

Orbis UK is committed to safeguarding and promoting the welfare of children and vulnerable adults and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and criminal records checks. Orbis UK is also a member of the Inter-Agency Misconduct Disclosure Scheme (MDS). All applicants will need to provide proof of their legal right to live and work in the UK.