



Job Description

Interim PR and Communications Manager (12-month maternity cover)

Reporting to: Director of Fundraising and Communications

Salary: £40,000

Location: Variety HQ, Camden Town, London (hybrid working, three days in the office per week)

Hours: 9am to 5pm

ABOUT THE ROLE

Variety is looking for a PR and Communications Manager to join our successful fundraising and communications team for FTC maternity cover. This role includes management of internal and external communication channels at Variety including the website, supporter newsletters, social media and PR. Leading on brand and design, you will oversee freelance support during busy periods including photographers and filmmakers. This role leads and manages brand design on Canva, short film editing and works with the Director of Communications on PR.

The PR and Communications Manager is key to achieving Variety's mission to fund life-changing practical support to disabled and disadvantaged children and young people across the UK. You will be joining the charity at an exciting time as Variety is launching a new three-year strategy and you will play a key role in our collaborative and high-performing team.

ABOUT VARIETY

In the UK, there are more than 1.3 million disabled children and nearly 4 million children living in poverty. Variety exists to improve their lives. We believe every child has a right to live their best life and reach their full potential, whoever they are. We fund and deliver life-changing programmes that enhance quality of life and give disabled and disadvantaged children and young people across the UK a better future.

Over the past 75 years we have supported over one million children by funding almost 6,000 Sunshine Coaches, almost the same number of wheelchairs, and giving thousands of grants to individual children, schools, youth clubs and other organisations for specialist equipment. In addition, each year thousands of children take part in day trips, special events and

educational activities as part of Variety Great Days Out. Every single day we are improving more young lives. We do it with practical, tangible help, that makes a real and immediate difference.

KEY RESPONSIBILITIES

- Lead the planning, creation and delivery of engaging content across Variety's communications channels.
- Manage the website content, ensuring information remains accurate, accessible and on brand.
- Work with the website developers to deliver improvements and SEO optimisation.
- Manage Variety's social media content and calendar to ensure children's voices are at the heart of our storytelling.
- Manage email marketing, including the supporter newsletter on Dot Digital working with the team to grow our mailing list.
- Gather case studies that demonstrate Variety's impact, working closely with the programmes delivery team and the families we support.
- Oversee Variety's brand ensuring communications are accessible and consistent with style and tone of voice.
- Work with the Director of Fundraising and Communications to develop and deliver integrated marketing and brand awareness campaigns.
- Review and proof communications produced across the organisation.
- Manager external freelance staff as needed, writing briefs and overseeing work including photographers, filmmakers, PR professionals and designers.
- Write and oversee press releases, responding to media enquiries.
- Monitor, analyse and report on digital communications performance using insights to improve email open rates, content and audience engagement.
- Manage the Senior Social Media Officer overseeing objectives, holding 1-1s and annual appraisals.
- Produce creative assets on Canva to support fundraising and campaigns.
- Attend Variety events, partner schools and community groups to capture engaging content, maximising engagement and representing the charity.
- Store and manage digital assets and the photo library, keeping records and consent up to date on the CRM (Salesforce), and manage the communications inbox.
- Participate in staff meetings, fundraising and programmes meetings and contribute to the success of Variety's strategy.

SKILLS, KNOWLEDGE AND PERSONAL ATTRIBUTES

Essential

- Experience working in a communications role in the Third Sector
- Experience of copywriting, editing and communicating a case for support
- Experience managing digital channels and creating content for social media
- Experience working with beneficiaries and producing case studies
- Experience planning and delivering integrated digital campaigns
- Knowledge of digital analytics and creating reports to measure data
- Enthusiastic, energetic, self-motivated and passionate about the Third Sector
- Knowledge of Canva and Dot Digital or a similar marketing platform
- Experience of Adobe Premiere Pro

MAIN BENEFITS, TERMS AND CONDITIONS

25 days holiday (we also normally give between Christmas and New Year off, but this is not contractual). In addition, after one year's continuous service, there will be an extra 2 days annual holiday for every complete year of service, up to a maximum of five days' extra holiday. Pension 7%, Life Assurance 4% of annual salary, Company sick pay scheme, medical cover.

HOW TO APPLY

Please submit your CV with a cover letter explaining why you would make a great candidate for this role and how you meet the job description. *Please note, as this is an urgent requirement interviews will be conducted on a rolling basis as soon as suitable applications come in. We encourage you to apply as soon as possible if the role looks of interest.* Applications will close at 12noon on Friday, 2 October 2026.

Please let us know if you have any accessibility requirements or need any adjustments for the interview.

EQUALITY DIVERSITY AND INCLUSION

Inclusion is one of our key values and it is our ambition to recruit great people from diverse communities. We welcome and encourage applications from suitably qualified candidates regardless of age, disability, sex, gender reassignment/identity, sexual orientation, pregnancy/maternity and or marriage/civil partnership status, race, religion or belief. Please let us know if you have any access requirements which we might need to consider in relation to the selection process.