OUR TIME CHARITY

Recruitment Pack

2026

When a parent has mental health problems it changes their child's world too. Around 4 million UK children are in this situation yet many go without the support they need...

We're here to put that right

OUR TIME CHARITY

Job description

Job Title: Communications Lead
Reporting To: Operations Director
Location: Remote
Hours: 3 Days per Week
Rate of Pay: £40,000 FTE (£24,000 actual) per annum

Background

Our Time Charity is a UK mental health charity specialising in early help and preventative support for children and families affected by parental mental health difficulties. We are a pioneering organisation dedicated to supporting children and young people who have a parent with mental illness - ensuring they do not feel isolated, misunderstood or overlooked.

Our mission is simple but powerful: to give children the understanding, confidence and tools they need to thrive. Through innovative programmes, education and national advocacy, we amplify young voices, challenge stigma and make a tangible difference in children's lives and in the wider conversation around parental mental health. Everything we do is rooted in lived experience and shaped by the voices of children and families.

About the role

As Communications Lead, you will lead on Our Time's communications strategy, ensuring that our voice is bold, consistent, and impactful. This is both a strategic and hands-on role, requiring strong leadership, creativity, and the ability to deliver high-quality communications across multiple channels.

You will play a central role in defining and delivering our communications strategy, ensuring our message reaches families, professionals, funders and partners with clarity, consistency and impact. You will translate complex, sensitive subject matter into accessible, engaging marketing and communications strategy that centres lived experience and drives awareness, engagement and support.

Line managing the Social Media and Communications Officer, you will support them to manage our social media channels, support campaign rollouts, contribute to PR activity, and help build sustainable, low-budget communications approaches that maximise reach and engagement.

Your week might include:

- Working with the Social Media & Communications Officer to forward plan content across Facebook, Instagram, and LinkedIn
- Building and pitching media stories with lived experience of parental mental illness at their core
- Planning the roll-out of brand campaigns and podcast launches
- Using audience insight and analytics to plan website and user journey optimisation
- Coordinating with designers, animators and video editors to produce compelling multimedia content
- Providing board-level reporting on campaign performance and analytics

No two days are the same – and that's part of the joy of working with us. We offer trust-based, flexible working, and all non-delivery staff are encouraged to regularly visit a KidsTime Workshop to connect directly with our mission and impact.

Key responsibilities

Key responsibilities include:

Strategy and leadership

- Develop and implement Our Time's communications and campaign strategy
- Line manage, support and develop the Social Media & Communications Officer
- Manage the communications budget and external suppliers

Content, storytelling and campaigns

- Create and oversee compelling content across the website, newsletters, social media, and podcast
- Lead on ethical, safe storytelling that centres lived experience
- Plan and deliver brand campaigns, podcast launches, projects, and events
- Commission and manage designers, animators, and video editors

Media, partners and stakeholders

- Build and pitch media stories, and manage relationships with journalists
- Coordinate partner communications and support campaign mobilisation
- Tailor messaging for families, professionals, funders, and partners

Insight, impact and reporting

- Use audience insight and analytics to optimise the website and user journeys
- Monitor and evaluate communications activity and impact
- Provide board-level reporting on campaign performance

Governance and culture

- Safeguard brand, tone of voice, and consistency across channels
- Ensure compliance with safeguarding, GDPR, and consent requirements
- Visit KidsTime Workshops to stay connected to the mission

From silence to support

"When I was told as a child that my mum was in hospital, I was also told it wasn't her fault. But I couldn't understand why it ever would be her fault that she was in hospital - or mine either, which I was also reminded of daily. The topic of mental illness was, and remains to this day, a taboo subject for the adult world. But kids don't understand taboo, so I was left wondering about the weird behaviour, and sudden absence, of my mum.

Why had she spent all day in her room? Why, when I came in to give her a hug and turn the light on, did she shout and throw things at me? Why, one afternoon on the drive back from school, did my dad tell me she had been taken away in an ambulance, that she wasn't well? And why was I not able to visit her?

I have always put a guard up when it comes to discussing my mum's illness and the effect it's had on me. To an extent, I've always had to - the stigma surrounding mental illness makes it that much harder to have open conversations about it. Unfortunately, the responsibility of its awkward nature is too often directed back onto the person struggling. From a young age, I trained myself to make light of my situation, to not make the other person feel uncomfortable, to not engage too emotionally with my experiences, for fear of scaring people off.

It wasn't until I started going to Our Time's KidsTime Workshops when I was nine that I learned my mum's illness had a name - bipolar disorder - and I understood that I was a young carer. Finally, the experiences that I had been struggling with internally, holding a confusing sense of shame that I didn't properly understand, were normalised - and shared by the children and families around me.

I'm now 19 years old, in my first year at university, and I'm not sure I would be here had it not been for the support I eventually received as a child. But there are so many other children in this country who deserve to have been given the same opportunities that I have - to be listened to, and to have a place that is just for them, where they get a break from the responsibility of having a parent struggling with a mental illness."

Person specification

Essential Experience and Skills:

- Established experience in communications, campaigns, or advocacy (charity/NGO sector preferred).
- Strong skills in digital content coordination and social media management.
- Proven experience managing and supporting colleagues or freelancers.
- Excellent writing, organisational, and project management skills.
- Experience of partner communications and/or mobilisation.
- Strong interpersonal confidence with internal and external stakeholders.
- A collaborative, solutions-focused mindset and a 'can-do' attitude.
- Commitment to Our Time's mission of supporting children and families affected by parental mental illness.

Values and Approach

We are seeking a Communications Lead who will align with Our Time's mission and values: collaborative, solutions-focused, and motivated to improve outcomes for children and families affected by parental mental illness.

As a small organisation, we value initiative, sound judgement and personal responsibility. In return, you will join a supportive, friendly team where your ideas and expertise are genuinely valued.

We are fully remote and meet in person approximately 2–3 times per year at UK locations accessible by public transport.

Application process

Applications will be reviewed on a rolling basis, and the vacancy will close once a suitable candidate has been appointed. We therefore encourage early applications to avoid disappointment.

To apply for the role, please upload a PDF version of your CV and cover letter **here**. Your letter should be no more than 750 words and address how your skills, experience, and competencies match the job description and person specification.

- Please use font size 12 for your cover letter, and PDF both your CV and cover letter.
- We encourage applicants to be transparent about the use of AI tools.

Closing Date: 11:59pm, Tuesday 20th October 2026

Interview Date: Tuesday 3rd November 2026, Online

If you have any issues uploading your CV and cover letter, please contact recruitment@ourtimecharity.org.uk

Promoting Diversity

Our Time Charity recognises the benefits of having a diverse workforce and strongly encourages candidates from all identities and backgrounds to apply for this position. All applications will be considered reasonably, transparently and without bias.

Adjustments for Candidates

We believe in supporting all candidates to perform to the best of their abilities throughout the interview process. Our Time is committed to making reasonable adjustments to meet the needs of disabled candidates and those candidates with caring responsibilities.

We recognise and celebrate diversity at Our Time, and if you wish to discuss any adjustments you may need during the interview process, please contact recruitment@ourtimecharity.org.uk

Safer Recruitment

All positions are offered subject to meeting the following conditions:

- Proof that you are eligible to work in the UK
- Satisfactory references covering the past five years

Our Time is committed to safeguarding and promoting the welfare of children and young people, and successful candidates will be subject to an Enhanced DBS check.

THANK YOU

FOR YOUR INTEREST

OUR TIME CHARITY

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