

Comms and Impact Manager

Two days a week. Own the Foundation's voice and direct its retained agency.

Reporting line	Deputy CEO
Location	Bridgemere House, Preston Brook, Cheshire, WA7 3BD. Two fixed days a week on site, to be agreed
Total Package	£50,000 full-time equivalent, paid pro-rata. £20,000 actual at 0.4 FTE
Hours	2 days / 16 hours per week (can be worked flexibly across the week)
Contract	Permanent, part-time
Appointment	Open external recruitment. New role

Read this first

This job has been written for two days a week. It is not a full-time role cut in half.

The Foundation retains a national communications agency with charity sector expertise, and that agency delivers the work that needs specialist scale. What this role does is own what SMF says, keep the Foundation's own channels running well, and direct the agency properly.

Anyone who reads this description and starts planning how to do everything themselves has misread it.

Purpose

Own how the Steve Morgan Foundation talks about itself. Hold SMF's voice across everything it does: place-based investment across the region, Type 1 diabetes at national and international level, and national sector and policy influence.

Keep the Foundation's own channels credible and current. Write the briefs for, and hold to account, the national agency that delivers SMF's larger communications work.

Bringing communications in-house is a statement of intent. The Foundation's voice should come from inside the building, shaped by someone who knows the work. This role is that person.

Key responsibilities

Owning the Foundation's voice

- Hold and develop SMF's messaging: how the Foundation describes its work, its values and its ambitions to sector peers, potential grantees, the research and clinical community, media and the wider philanthropic community.
- Be the person who decides whether something sounds like SMF. Guard the tone and the brand across everything the Foundation and its agency publish.
- Run SMF's owned channels: website and LinkedIn as the priorities, at a cadence that is sustainable on two days a week and consistent enough to be credible. Better to publish less and publish well.

Directing the retained agency

- Hold the relationship with SMF's retained national communications agency. Write the briefs, agree the scope of each piece of work, set the deadlines and hold the agency to the standard the Foundation expects.
- Decide, with the Deputy CEO, what stays in-house and what goes to the agency. As a working rule: SMF's voice, messaging and owned channels stay in-house. National profile-raising, media relations, major campaigns, launch moments and policy communications go to the agency.
- Manage the agency budget within the annual allocation, and report to the Deputy CEO on what it delivered and whether it was worth it. The Operations Manager holds the contract and the procurement.
- The agency works to SMF's brief. It does not set the Foundation's message. Protecting that line is part of the job.

Working with partners

- Coordinate with the communications teams of SMF's principal partners. On Type 1 diabetes, principally Diabetes UK and Breakthrough T1D, the Foundation's partners in the T1D Grand Challenge and Together Type 1. On the place-based side, partners such as Maggie's, Everton in the Community, LFC Foundation, OnSide Youth Zones and Right to Succeed.
- Make sure SMF is properly and accurately represented in partner-led announcements, and spot opportunities for joint storytelling that lifts both the Foundation and its partners.

Impact and reporting

- Produce the Foundation's annual review and its impact reporting for the Board. The Regional Director and the Regional Grants Manager supply portfolio evidence, grantee stories and learning. This role turns them into clear, honest published material.
- This is not a monitoring and evaluation post and the Foundation does not need a formal MEL framework. The standard is clarity, honesty and material the Board and grantees trust, not academic rigour.

Bringing organisations together

- SMF brings organisations together on a thematic or region-wide basis to share learning, celebrate success and speed up impact.
- Support the planning and delivery of these events, which raise the profile of the work we all do together.

Working as part of a small team

- Two days a week in a small, ambitious organisation means being clear about what fits and what does not. Say so early when something will not fit, and propose where it should go instead. The Deputy CEO will back that judgement.
- Like everyone here, get stuck into the practical work of running a small foundation. This is a lean team where everyone carries real responsibility and helps where it is needed.

What this role does not cover

Stated plainly so candidates can judge the job accurately.

- Delivering national media campaigns. That is the agency's work.
- A daily press office or reactive media handling. That is the agency's work.
- Building or running a formal monitoring and evaluation framework.
- Event management, design production or website development beyond routine content updates.

This list is not exhaustive. The role will adapt to the changing needs of the Foundation over time.

Person specification

Experience

- A track record of strategic communications in the charity, public or philanthropy sector, senior enough to have owned an organisation's voice rather than executed someone else's.
- Experience of commissioning and directing an agency or external supplier: writing briefs, agreeing scope, and holding delivery to a standard. This is essential, not desirable.
- A track record of high-quality written communications, able to work in an organisation's voice rather than only their own.
- Experience of working part-time or in a portfolio career, or a clear and credible account of how they will make two days a week work.

Knowledge and understanding

- Genuinely strong in strategic communications. This is primarily a communications role. A working understanding of how grant-makers demonstrate impact is expected and valued. Specialist evaluation expertise is not the hire criterion.
- Comfortable with evidence, honest about what it shows, and able to turn it into good communications.

Skills and attributes

- Self-directing and disciplined about scope. This is the single most important attribute for a part-time senior role in a small organisation.
- Comfortable working across very different subject areas and audiences, from a community project in Birkenhead to a global research programme. Not a subject expert in either, but curious and able to find the story in any context.
- A genuine interest in the communities, causes and issues SMF supports. This role calls for someone who cares about the work, not just the craft.

Done well, this role means

- A consistent, credible SMF voice across place-based work and Type 1 diabetes.
- The Foundation's message owned in-house, with agency capability used well rather than relied on.
- Honest, clear impact reporting the Board and grantees trust.
- Strong joint storytelling with partners across both sides of the work.
- An agency relationship that delivers value and is held to account by someone who knows what good looks like.

Steve Morgan Foundation. August 2026.