



# Communications Lead Job Pack

April 2026

# WELCOME FROM THE CHAIR

Thank you for your interest in becoming Communications Lead at Croydon Almshouses. As Chair, I am pleased that you are considering joining our team.

We are the oldest charity in Croydon and are proud of our heritage. For over 550 years we have been supporting people who are in need, mainly in the form of almshouses, and now provide high quality accommodation for over 60 older people in Croydon. We are part of The Almshouse Association which unites 1600 independent almshouses across the UK with the shared and historical values of activism, individualism and community which we embed in how we operate.

We offer our residents the opportunity to be part of our almshouse community. This means somewhere secure to live and connection with other people. Unlike most traditional almshouse charities, we go further and offer holistic, person-centred, dynamic support to the older people who live in our almshouses so that they can live independently for as long as possible.

We also are a grant maker, funding our increasingly over- stretched voluntary and community sector. For over 40 years we have awarded grants to charitable organisations across Croydon enabling them to deliver their crucial services, as well as awarding small grants to individuals.

You would be joining our team at an exciting time in the development of the Croydon Almshouses. We are mid way through our 2024-2028 Strategy Do More, Do Better, which aims to expand our offer and so increase the impact we have in our Croydon communities. We are privileged to be a financially self- supporting charity with a stable financial position. This has enabled us to set aside a substantial Strategy Delivery Fund to deliver the various initiatives set out in our strategy. We will use this ring- fenced fund to invest in the future of our communities whilst ensuring we safeguard the charity for the future.

We are a well-managed charity, in the process of adopting a new governance model, underpinned by a sound set of processes, with an effective Board and a strong staff team led by our excellent Chief Executive Hayley James.

The Communications Lead role is vital to ensuring the charity achieves its strategic aims.

**Michael Chawatama**  
Chair





## ABOUT THE ROLE

**Role:** Communications Lead

**Responsible to:** CEO

**Purpose of role:** To work alongside the CEO to maximise the impact of our work and enhance our reputation.

# MAIN DUTIES AND RESPONSIBILITIES

- Lead the development and delivery of the multi-channel, internal and external Communications Plan
- Develop and execute communications to ensure planned, clear and timely messages to all stakeholders
- From our social media accounts to the physical building, promote a clear, coherent, and consistent branding that is recognised locally
- Drive positive coverage across a range of media including digital and print
- Support colleagues in their effective communication with stakeholders, ensuring messaging is aligned
- Measure the impact of our communications

# PERSON SPECIFICATION

- Exceptional written skills
- Good understanding of strategic communications and the planning required
- Good understanding of how to create compelling content for different audiences
- A strong team player
- Exceptional organisation skills and attention to detail
- Excellent working knowledge of Microsoft Office and other digital tools

We are a small, dedicated staff team who work effectively together and all contribute to making a positive, impactful difference in the lives of our beneficiaries. To be a valued, supported member of our thriving and focussed staff team the following attributes would be welcomed:

- The ability to respond to changing and varied priorities
- Enthusiastic
- Organised
- Hardworking
- Compassionate
- Responsive
- Quick learner
- Able to work flexibly
- Sense of humour

# ADDITIONAL INFORMATION

- Salary £38,000 pro rated
- Permanent
- 22.5 - 30 hours per week: flexibility available
- 25 days annual leave plus Bank Holidays, pro rata
- Hybrid working, in office days to be spent between our South Croydon and Purley offices, up to 40% working from home, depending on contracted hours
- Contributory workplace pension scheme
- An excellent benefits package



## HOW TO APPLY

If your experience aligns and you'd like to work in an ambitious local organisation, we'd love to hear from you.

To apply, please send your CV and a personal statement of not more than two sides of A4 outlining how your experience fits the role description and personal specification to MaLaine Adler, Governance Manager at:

[maclaineadler@croydonalmshouses.org.uk](mailto:maclaineadler@croydonalmshouses.org.uk)

### **Closing date for applications**

Tuesday 28<sup>th</sup> April 2026, 9am

### **Interview dates**

Tuesday 5<sup>th</sup> May 2020

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