

Director of Communications and Engagement



Application Pack
May 2025

www.jackpetcheyfoundation.org.uk

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Foreword



I'm delighted that you're considering joining the Jack Petchey Foundation team!

Working at the Foundation isn't the same as having just any job. We're a Foundation focused on positivity, on making a difference, and on helping young people to believe in themselves and be the best that they can be. These are the things that make coming in to work a joy for me and for our wonderful team.

Sir Jack Petchey CBE established the Foundation in 1999, and was immensely proud of all that we achieved. We have grown from humble beginnings in East London, to investing around £11m each year in grants and programmes for schools and youth organisations across London and Essex. We are an ambitious charity that strives to do the best for the young people we serve, to make a positive difference to their lives – by providing them with opportunities and by celebrating their successes. Sir Jack's saying "if you think you can, you can" epitomises our belief that anyone can achieve their dreams if they put their mind to it!

Our team is skilled, fun, inclusive, welcoming and supportive – and we strongly aspire to reflect the wonderful diversity of the communities we serve. We very much welcome applications from people from Black, Asian and minority ethnic backgrounds, as well as people with disabilities who are currently underrepresented in our team.

If you like the sound of this role, we'd love you to apply! We promise you a positive interview experience and a warm welcome when you arrive.

With all good wishes,

Gemma

Gemma Juma
Chief Executive Officer



About Us

Background

To date, the Foundation has invested over £180 million in young people across London and Essex. We do this through a range of programmes including our Achievement Awards, our Partnership Programmes and our Internship Programme.

In 2024, the Jack Petchey Foundation proudly celebrated its 25th Anniversary, marking 25 years of empowering young people and recognising their achievements. Over 250,000 young people have been honoured with the Achievement Award during this time, a milestone made possible thanks to the dedication of scheme coordinators. In total, over 1.3 million young people have directly benefitted from our programmes.

We are now looking to appoint to the new senior role of Director of Communications and Engagement. Reporting directly to the Chief Executive Officer, you will steer our communications, PR, marketing, and events to boost our visibility and amplify the voice of young people. As a member of the Executive Team, you will play a crucial role in delivering our new, ambitious strategy, raising our profile and ensuring that we, and the young people and partners we work with, have the greatest possible positive impact through our work.

Strong candidates will have a deep commitment to providing inclusive opportunities for young people, and a significant track record of leading impactful communications, engagement and/or public affairs function. Knowledge of youth policy is desirable but not essential. You will bring strategic vision, evidence of managing stakeholder relationships at the highest level, and track record of delivering high-profile impact through your communications work.

Our Strategy

This is an exciting time to join our team as we embark on a new three-year strategy. Our Strategy for 2025-2027 is driven by our **Mission, Vision** and **Belief**. The Foundation's **Belief** is that society benefits when young people are valued and given opportunities to develop and realise their potential. Our **Vision** is for a future where every young person is celebrated and realises their potential. Finally, our **Mission** is to provide opportunities for young people across London and Essex to build their skills, their confidence and their voice so they can fulfil their potential and have a positive impact on society.

Learn more about our strategy on our [website here](#).

Our Five Strategic Aims are:

- 1 Increase impact** – We will invest more in what we know works and has a significant positive impact on young people.
- 2 Maximise reach** – We will reach more young people who do not currently benefit from our programmes, prioritising outreach to areas and groups with the greatest need.
- 3 Streamline processes** – We will work in an agile way, continuously adapting to improve our efficiency, improve grantee experience and use the Foundation's resources as effectively as possible in order to benefit more young people.
- 4 Remain relevant for young people and the youth sector** – Young people and organisations will engage with JPF programmes and opportunities and we will use data, research and youth voice to inform our work.
- 5 Harness the potential of our network** – We will amplify youth voices, connect the youth sector and use our data to influence decision-makers and contribute positively to society.

Our Values

The Jack Petchey Foundation's values stem from Sir Jack's own. Our staff embody these values in our day-to-day work and they are central to all that we do. We seek to:

- **Inspire** and raise the **aspirations** of young people.
- Affirm, reward and **celebrate achievement**.
- **Value young people** and those who work with them, **advocating their views** and putting young **peoples' voices** at the centre of our work.
- Develop young people's **confidence**, **motivating** them to take on new **challenges** and to **believe in themselves**.
- Be **positive** and promote a **positive** perspective on life.
- Be **inclusive**, working at **grass roots** and building **communities**.
- Promote a culture of '**giving something back**'.
- Strive for **excellence** in our work.

Our Programmes

Our flagship programme is the Jack Petchey Achievement Award Scheme, which runs in c.1,500 grassroots youth clubs, youth organisations, secondary schools and uniformed organisations across London and Essex. The programme celebrates young people's achievements, and awards a small grant of £300 for each award winner to decide how to spend in order to benefit other young people in their school or group. In total, young people choose how to invest over £3.5 million each year through this programme.

We run several other grant schemes which recognise grassroots youth workers and school staff, and provide additional opportunities for the young people they work with. These include our Leader Award Grants, Educational Visits Grants, Individual Grants for Volunteering, our Environmental Award and the Jack Petchey Internship Scheme. We also work closely with a range of partners to deliver a range of outstanding opportunities and competitions for young people in areas ranging from dance to singing, science to sport, maths to public speaking and more!

Celebration events are a major part of what we do, as we inspire and motivate young people, celebrate their successes and raise their aspirations. As a member of the Jack Petchey Foundation team, you will have the opportunity to attend and get involved in events across London and Essex.

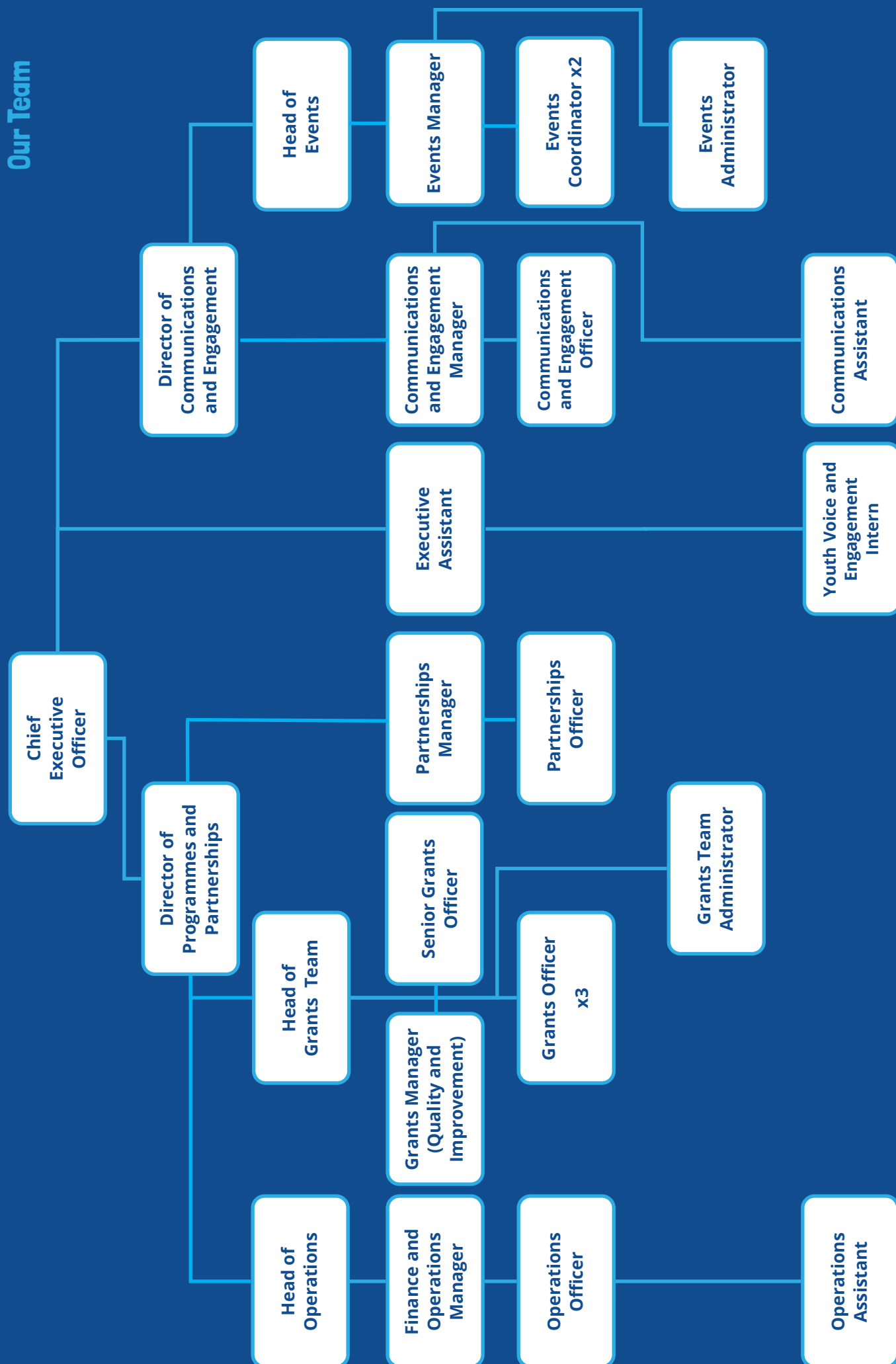
Our Finances

The Jack Petchey Foundation exists as a Grant Making Trust. It is almost exclusively funded by donation income from the Petchey family and its businesses. In 2024, total income in 2024 was £10,771,097 (2023: £10,229,830), and the total value of grants committed in 2024 was £8,595,806 (2023: £8,352,758). We anticipate further steady growth in the years to come.

The annual report and financial statements of the Jack Petchey Foundation are [available on our website](#).



Our Team





The Opportunity

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|--|--------------------------------|
| Job Title | Reports to |
| Director of Communications and Engagement | Chief Executive Officer |
| | Location |
| | Canary Wharf, E14 |

About the Role

The Director of Communications and Engagement is a new senior role within the Jack Petchey Foundation that will lead and develop the organisation's communications, PR, marketing, and events strategy. You will use data from our grant making, partnerships and engagement with young people to enhance our visibility, amplify the voices of young people, and strengthen our sector influence.

As a member of the Executive Team, you will play a crucial role in delivering our new, ambitious strategy, raising our profile and ensuring that we, and the young people and partners we work with, have the greatest possible positive impact through our work.

You will have a significant track record of leading an impactful communications, engagement and/or public affairs function. You will bring strategic vision, evidence of managing stakeholder relationships at the highest level, and a track record of delivering high-profile impact through your communications work. Knowledge of youth policy is desirable but not essential. You will bring a deep commitment to providing inclusive opportunities for young people.

The role reports to the Chief Executive Officer, and works alongside the Director of Programmes and Partnerships. The role directly manages the Communications and Engagement Manager and the Head of Events, as shown in the structure above.



Main Areas of Responsibility:

You will provide strategic leadership to our communications and engagement with key responsibilities including:

- Develop and implement an ambitious communications, marketing and engagement strategy aligned with JPF's goals, positioning JPF as a leading voice in the sector.
- Lead and oversee all aspects of media, communications, branding and engagement, ensuring that the content we create is compelling, creative and engaging.
- Ensure effective engagement with young people, decision makers, grantees, sector partners and the wider funding ecosystem through our digital comms.
- Strengthen brand positioning and ensure consistency across all channels and partners.
- As a key member of the Executive Team, contribute to strategic leadership and external positioning.
- Secure media coverage, develop and maintain excellent relationships and secure high profile coverage of our funding programmes, grantees and of young people's priorities.
- Oversee and ensure the success of all JPF events, delivering a robust events programme that aligns with the organisation's strategic goals.
- Develop and oversee campaigns that amplify young people's voices, ensuring their perspectives reach key decision-makers.
- Manage external relationships with partners, policymakers media and sector influencers and ensure high quality, impactful engagement with them.
- Use communications and marketing tools effectively to position JPF's impact effectively within the wider sector and ensure learning from our work influences sector developments.
- Oversee internal communications, ensuring clarity and alignment across teams.
- Represent JPF at events and engagements and act as an ambassador.
- Lead and Manage the Communications and Engagement Manager and Head of Events, providing strategic oversight, bringing excellent judgement and good humour to your work and supporting professional development.
- Manage the communications and events budgets, ensuring value for money and impact-driven decision-making.
- Ensure effective collaboration between Communications, Grants, and Events Teams.



JackPetchey
Foundation



Person Specifications

Candidates will be selected on the merits of their application and through competency- and values-based interviews.

Experience and Profile

You have extensive experience in communications, including strategic campaigns and media work and know how to amplify the voice of beneficiaries, young people, grantees or underrepresented communities.

You have a proven track record of developing and implementing strategic communications plans. You're great at knowing which issues to prioritise when and at seizing opportunities to make a difference.

You have demonstrable experience of securing media coverage and enjoy spotting opportunities to place great stories.

You have expertise in digital communication strategies, marketing and stakeholder engagement.

Skills

You have the ability and desire to translate research, evidence, data and youth voice work into compelling messaging, using your excellent writing skills and understanding of how to use language, tone of voice and framing to create excellent content.

You understand how decisions affecting young people in London and Essex get made, by whom, and how to influence policy and practice development. You want to use your knowledge and experience to make a difference with a grant maker within the youth sector.

You use your written and verbal communication skills to tailor messages for different audiences and to help you build and maintain great relationships.

An understanding of financial accounts.

Good telephone manner and the ability to be professional and courteous in meetings and daily contact with stakeholders.

Ability to record written information in an accurate, clear and concise way.

Ability to ask searching questions and make a judgement about the capacity of organisations and projects.

A keen eye for detail.

Experience of juggling multiple tasks and completing work within fixed deadlines.

Qualities

You make things happen, understanding things quickly so you can make balanced and good decisions fast. You take people with you as you do this, acting with kindness, positivity and compassion.

You are passionate about amplifying youth voices and opportunities and driving social change.

You are adaptable and able to thrive in a fast-paced environment.

You are strong relationship-builder, able to engage effectively with diverse stakeholders.

You have a high attention to detail and excellent interpersonal skills.

What You Can Expect in Return

Office Base:

Dockmaster's House, 1 Hertsmere Road, London, E14 8JJ with a minimum 3 days a week in the office.

Hours:

Minimum 37.5 hours a week with the opportunity to be self-scheduling, subject to the requirements of the role.

Annual Leave:

25 days (including 3 days to be taken between Christmas and New Year), plus public holidays. The opportunity to buy back up to one week's additional annual leave.

Start/Length of Contract:

Permanent

Probationary Period:

6 months

DBS:

This post is subject to a satisfactory DBS disclosure.

Salary:

Circa £70,000.

Pension:

JPF operates an auto-enrolment pension plan.

Learning and Development:

JPF is committed to developing all staff and has a comprehensive Learning and Development Policy.

Employee Benefits:

Additional benefits after 6 months' employment and completion of the probationary period include: private healthcare insurance with discounted gym membership; Cycle to Work scheme; time off for volunteering (2 days per year); and donation-match for charitable donations (to a maximum allowance).

How to Apply

Application

Applications, which should be in the form of a CV and cover letter, should be sent to jpf@minervasearch.com no later than **30 June 2025**.

Please also fill in the [Diversity Monitoring Form](#).

In your application form, please demonstrate evidence of all the skills/knowledge/experience in the 'Person Specifications', drawing on experience from employment, voluntary work or elsewhere.

JPF is an Equal Opportunities Employer and we seek to build a team that reflects the diverse communities that we serve. We particularly welcome applications from young black and minority ethnic candidates as they are currently under-represented in our team.

The Next Steps

Interviews will take place on **10 July 2025** – these will be held in person at the Jack Petchey Foundation (Dockmaster's House, 1 Hertsmere Road, London, E14 8JJ).

Please let us know if there is anything we can do to support you with your application.

For more information about the Foundation, visit our website: www.jackpetcheyfoundation.org.uk/

For more information about our Achievement Award events and see our upcoming ones, visit: <https://www.jackpetcheyfoundation.org.uk/events/>

For more information about the Foundation, visit our website: www.jackpetcheyfoundation.org.uk/



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