

Communications Manager

DATE:

June 2025



About

Spark Inside runs coaching programmes in prisons across London and the South East, to encourage rehabilitation and reduce reoffending. Reducing reoffending benefits all of us. It means there is less crime, fewer victims, safer communities.

OUR VISION

The futures of people affected by the criminal justice system are determined by their potential, not their past.

OUR MISSION

We use coaching to unlock the potential of individuals and drive culture change in the criminal justice system so that rehabilitation is possible.

We are one of the first organisations to take life coaching to people living and working in prison and to use systems coaching to bring together staff and prisoners in UK prisons. Our expert coaches are qualified and trained professionals. In addition to developing and delivering innovative coaching programmes, we are also committed to working with parliamentarians and government officials to influence criminal justice policy, and shift the perception of people in prison, platforming their voices and highlighting their unlocked potential.

The Conversation is our award-winning systems coaching programme that brings together large groups of prison staff and prisoners in a facilitated group coaching process to enhance their relationships, improve empathy, and support sustained, positive cultural change on prison wings.

Hero's Journey™ is our award-winning structured life coaching programme for young men in prison and 'through-the-gates' into the community, that encourages them to change their lives and create a crime-free future.

You can find out more about the impact of our coaching programmes at www.sparkinside.org and [LinkedIn](#).

"I see a different approach in how they dealing with day-to-day issues. When you hear the officers' sides and see what they're going through, it's a struggle, and you begin to think 'you know what? It's not their fault.'"

Ollie, 24, The Conversation participant*



"The life coaches saw the spark in me that I hadn't seen in myself for a long time, and it gave me hope that it wasn't too late to change. Now I've left prison for the last time and I'm not going back. I know I can make it."

Michael, 20, Hero's Journey™ participant*

About the position

Thank you for your interest in the role of Communications Manager at Spark Inside

Responsible to: Head of Communications and Advocacy

Length of contract: Permanent role

Hours: Full time, 35 hours per week

Location: This role will be part office-based in London and part homeworking as part of our hybrid working arrangements

Salary: £37,850 (plus 5% employer pension contribution)

Holiday entitlement: 28 days per year pro rata, with an additional 3 days between Christmas and New Year pro rata

Other benefits: All staff have access to monthly coaching sessions with an accredited life coach, and Spark Inside is committed to excellent training opportunities and development for all team members

The role

To achieve our ambitious strategy, Spark Inside is seeking a Communications Manager to help raise the charity's public profile, build influence with policymakers, attract funders and commissioners, and ensure the lived experience of young people in the justice system shapes our messaging, campaigns and strategy.

You will work with the Head of Communications and Advocacy to deliver a programme of compelling external communications activities through digital, print, press and events in order to increase Spark Inside's visibility and ensure our key messages are wide-reaching and impactful.

You will report to the Head of Communications & Advocacy and work closely alongside our Participation and Engagement Manager and Policy Lead, with line management responsibility for a part-time Communications Officer. You will also work with a range of external freelancers on design, film and print. You will build and maintain good relationships with colleagues across the whole Spark Inside team, offering support and advice as well as drawing on their expertise and insights to make our communications impactful and engaging.

While target-driven, you will have a supportive style and work in a highly collaborative way with colleagues across the organisation.

You will share a passion for our cause, and a commitment to high standards. You will be highly organized, enthusiastic and motivated, with a talent for building relationships and networking. You will be up to date on the latest digital tools and trends and able to harness them to take Spark Inside's communications to the next level.

Main responsibilities

EXTERNAL COMMUNICATIONS

Content Creation

- Develop impactful, engaging content that tells the story of our work (working with the wider Spark Inside Team, coaches and young people with lived experience), to share via our communications channels, such as our website, social media and e-newsletters.
- Support the production of multimedia content including film, animation and audio working alongside the Head of Communications and external freelancers.
- Regularly draft case studies, testimonials, blogs and news items for our website and social media.
- Develop and build our bank of graphics and imagery to demonstrate our work on our digital channels.

Digital

- Regularly update the website with content that will maximize engagement, increase impact and drive donations.
- Regularly review our website and social media analytics to understand trends and adapt our strategy.
- Develop and increase engagement for Spark Inside's presence on social media platforms.
- Develop and distribute the Spark Inside e-newsletter, maximising its impact and capitalising on the latest e-communications trends.

Marketing

- Contribute to the creation and dissemination of key publications such as our Impact Report.
- Work with the Communications Officer to support the production of Spark Inside marketing materials, including our suite of in-prison materials and promotional merchandise, working with suppliers and designers.
- Seek opportunities to promote our work through sector newsletters and bulletins.

Profile building

- Seek speaking engagements for Spark Inside spokespeople (CEO, Head of Communications, Trustees, young people); and ensure we are at relevant events and conferences.
- Proactively seek opportunities for Spark Inside to comment on current news and developments in order to build profile and influence.
- Seek opportunities for Spark Inside to contribute opinion pieces and articles in the media.

EVENTS

- Work with the Head of Comms and Communications Officer on the organisation of key Spark Inside events.
- Act as one of the representatives of Spark Inside at events, building relationships and networking with other organisations in the sector, funders, policymakers and more.

ADVOCACY AND CAMPAIGNS

- Work with our Participation and Engagement Manager to ensure our communications is informed by young people with lived experience of the criminal justice system and platforms their voices.
- With the support of the Policy Lead, maintain an awareness of relevant criminal justice developments to inform communications.

LEADERSHIP

- Provide line management support to the part-time Communications Officer.
- Work closely with the Spark Inside Service Delivery Managers, Head of Service Delivery and Head of Impact and Innovation to ensure our communications showcase our frontline delivery and demonstrate our impact.
- Work with the Head of Service Delivery to ensure the service delivery team have all they need to promote our programmes and engage with young people.
- Work with the Head of Impact and Innovation to ensure we have all we need to be able to tell a compelling story to raise profile and funds (data and stories).



Skills and qualities

Skills

- Strong storytelling skills and the ability to create compelling narratives.
- Excellent writing and proofreading skills.
- Able to retain, distil and communicate complex information in a simple and persuasive way for different audiences.
- Excellent technical skills in the latest digital communications tools including managing/editing websites, social media, e-communications and design.
- Excellent IT skills, expert user of Microsoft Office.
- Outstanding people skills and the ability to build impactful professional relationships.

Experience

- Delivering an impactful communications strategy.
- Being responsible for generating content and updating social media accounts, websites, e-newsletters.
- Producing written materials for different audiences, in print and online.
- Working on a successful communications/policy campaign.
- Supporting on the organisation and delivery of external events.
- Working in a communications role in the charity sector, preferably the criminal justice charity sector.

Approach

- Highly organised, detail-oriented and self-motivated.
- High comfort level working in a diverse environment.
- Comfortable in a small team environment and able to work flexibly as part of a growing organisation.
- Friendly, positive, enthusiastic and with a can-do attitude.
- Energetic self-starter and able to manage time effectively, while working independently.
- A passionate, values-driven person who is highly motivated by our mission to unlock the potential of individuals and drive culture change in the criminal justice system so that rehabilitation is possible.

How to apply

To apply for the role, we require a CV that demonstrates your relevant knowledge, skills and experience (max two pages). Your CV tells us about your experience. We also want to know about you and the qualities you will bring to the role. Please take each of the three values below and tell us in no more than 300 words for each, what they mean to you and how you embody them, giving examples.

1. LEARNING – We are humble, curious, and constantly developing. We apply and share our learning to amplify our impact.

2. STICKABILITY – When the going gets tough, we stick with our participants, our projects, and our commitments. We channel our grit and resilience to make it through challenges and we don't give up easily.

3. SPARK – We want to feel a strong sense of passion and 'spark' for everything we do. We commit to people, projects and partnerships that align with our values

Your application should be returned by email to **officeadmin@sparkinside.org**, no later than **9am on Monday 14th July**.

When applying, we would appreciate if you could also complete our optional [Equal Opportunities Monitoring form](#) here. Applications received after the closing date will not be considered.

Due to our limited resources, we are unable to provide feedback on unsuccessful applications.

First interviews will be held **online on Monday 21st and Wednesday 23rd July**. Second interviews will be held **in person in London on Tuesday 5th August**.

Shortlisted applicants will be contacted by email to arrange interview times and confirm details.

If you would like to discuss the role before applying, please contact Louise Potter at **louise@sparkinside.org**.



Our values

SPARK

We want to feel a strong sense of passion and 'spark' for everything we do. We commit to people, projects and partnerships that align with our values.

HEART

We maintain an open mind and an open heart, and we always act with kindness and consideration.

STICKABILITY

When the going gets tough, we stick with our participants, our projects and our commitments. We channel our grit and resilience to make it through challenges and we don't give up easily.

IMPACT

Our impact on our participants is at the heart of every decision we make and it is how we judge our success, so we take evaluation seriously.

LEARNING

We are humble, curious and constantly developing. We apply and share our learning to amplify our impact.

INNOVATION

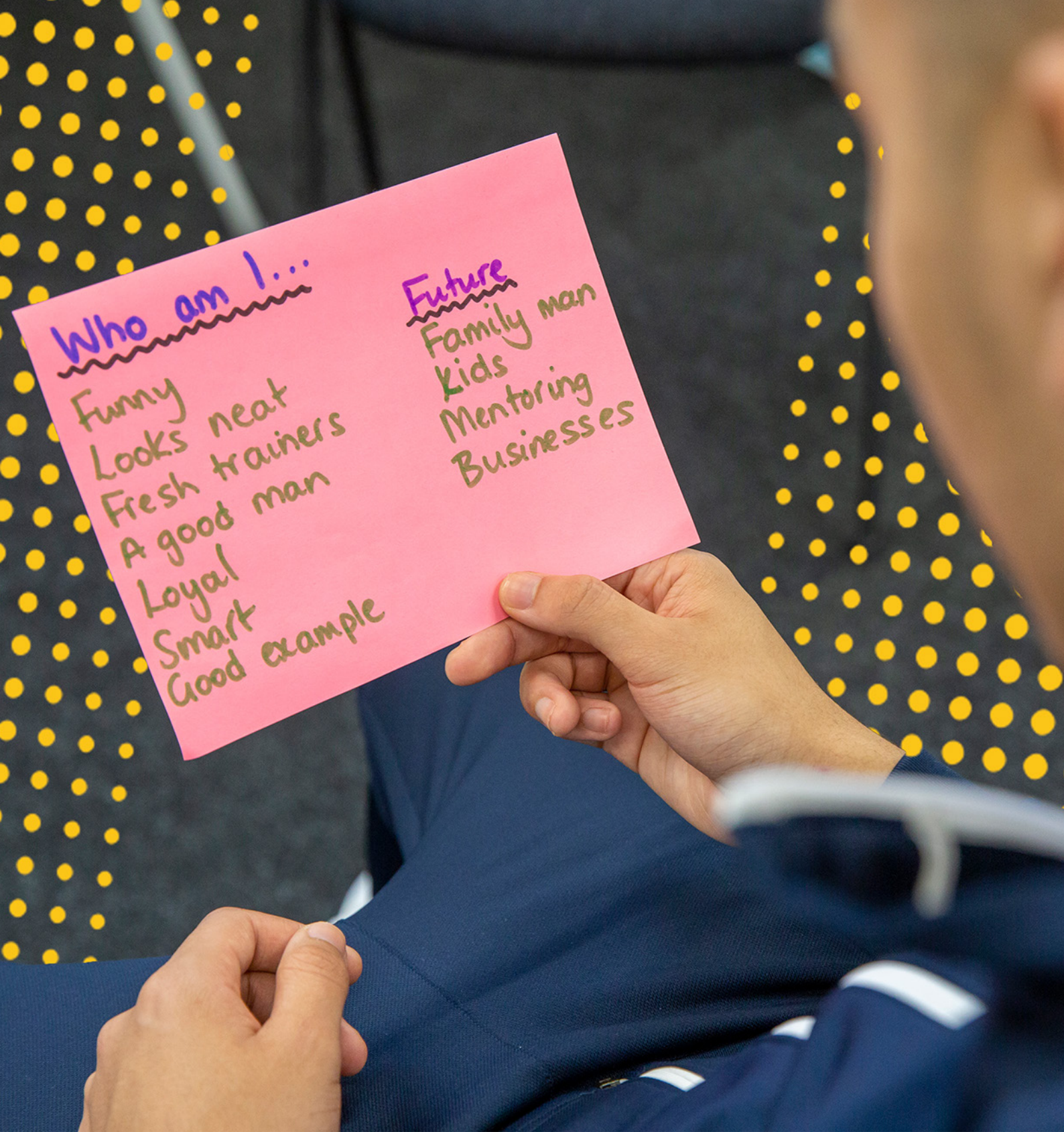
We celebrate creativity and design new ways of doing things, based on evaluation data and stakeholder feedback. We innovate to remain relevant to our participants' needs.

EQUAL OPPORTUNITIES

Spark Inside is committed to promoting equal opportunities in employment. Job applicants will receive equal treatment regardless of age, disability, gender, gender reassignment, marital or civil partner status, pregnancy or maternity, race, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.

We strongly encourage applications from people with lived experience and especially welcome applications from people from Black and minoritised communities.





Who am I...

Funny
Looks neat
Fresh trainers
A good man
Loyal
Smart
Good example

Future

Family man
Kids
Mentoring
Businesses

Thank you

THANK YOU FOR YOUR INTEREST IN WORKING WITH US

To find out more about Spark Inside and the work we do, please visit our website or contact us below.

www.sparkinside.org | team@sparkinside.org | 020 3468 0706 | [linkedin.com/company/spark-inside](https://www.linkedin.com/company/spark-inside)
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