



RECRUITMENT PACK

The Phoenix Way -
Communications Officer

Application Pack – Sept 2025

THE
UBELE
INITIATIVE



APPLICATION PACK – TPW Communications Officer



Job Title:	Communications Officer
Closing date:	17 th October 2025 17.00 GMT
Interviews	TBC
Reports to:	Programme Manager
Location:	Min 2 days per week based in North London office, remote working available for max 3 days a week
Pay:	£37,000-£40,000 full time, gross per annum
Type of Contract	One-year fixed term contract
Annual Leave Entitlement:	28 days' annual leave, including UK bank holidays.
Pension:	3% employer pension contribution on eligible earnings.

Background

The Phoenix Way (TPW) was originally established in May 2020 by Black and racially minoritised led organisations with the National Lottery Community Fund (NLCF). It is a response to the systemic inequalities which Black and racially minoritised communities faced during the Covid-19 pandemic and that community-led organisations face in relation to influencing and accessing funding in the UK.

The principal aim of The Phoenix Way is to transform the relationships between funders and Black and racially minoritised organisations, tackle systemic racism and develop national and regional infrastructure through a model of shared leadership. TPW actively invests in these communities and empowers them make decisions about funding processes, priorities and allocations, as well as supporting the development of Black and racially minoritised organisations and individuals.

In 2020, working in collaboration with The Global Fund for Children (GFC), The Phoenix Way National Leadership Group (England) successfully distributed £2.4 millions of National Lottery Community Fund (NLCF), in community grants to Black and racially minoritised community groups across all regions of England.

Building on this success, since 2022 the partners have been working in collaboration with the Youth Endowment Foundation (YEF), Fondation Chancel and Lloyds Bank Foundation to support the implementation of a new national grants programme targeted at Black and racially minoritised community groups across the UK. The Phoenix Way 2.0 is a pooled fund the initial priorities of which include supporting young people, supporting women and girls, and addressing youth violence. To date The Phoenix Way has made £6.5m in grants across 5 rounds to 138 organisations led by Black & racially minoritised communities.

The Phoenix Way is now entering a new and exciting phase. It has achieved its original ambition which was to establish a new legal entity through the recruitment a board of directors as well as securing an additional £50m investment from The National Lottery Community Fund (NLCF). This five-year investment will support new participatory grant making to Black and racially minoritised communities plus expand and deepen national and regional infrastructure support for our sector across England. This development is the most significant single direct investment into our communities in history.

After more than five years, The Ubele Initiative will be stepping down from its National Convenor role to assume leadership for the development of London, South and East regions.

Over the coming months, TPW national and regional leaders will be recruiting experienced and dedicated people to help them to deliver on this ambitious agenda as it is expected that the NLCF investment will grow through securing funding from other foundations and trusts over the next few years.

About The Ubele Initiative

The Ubele Initiative was established in 2014 as an African Diaspora-led intergenerational social enterprise. In 2023 Ubele became a not-for-profit community interest company (CIC) and now has a turnover of £3m and a dedicated workforce team of almost 20 full time equivalent staff and a growing number of associates.

Our mission is helping to build more sustainable Black and racially minoritised communities across the UK. Over the past few years, we have designed and delivered a wide range of local, regional, national, and international initiatives which seek to create and build community wealth. We do this by pursuing the objectives in our strategy, for which we have recently undertaken a review.

Commercially minded, creative, and innovative in approach, we develop and apply techniques and bespoke solutions that are based on research and community involvement, can be sustained locally, and that yield results.

We support community-led organisations and groups with their community assets (people, organisations, and physical space). We use social action, community enterprise development, participatory learning & skills development, and next-generation leadership initiatives.

We work closely with the private, public, and not-for-profit sectors including foundations and trusts, all who see benefit in and results from our involvement and our collaborative approach in pursuit of their objectives. This includes systems-change necessary within their areas of governance and in their connections with their communities to embed the required different ways of working.

In 2020 Ubele was appointed as national lead for The Phoenix Way convening the central team and providing strategic and operational leadership. However, over the next few months this will now change as part of the transition through a shift from central to regional leadership, Ubele will assume direct responsibility for the Greater London region and oversight of the development of two new regions i.e. South and East regions. As a result, Ubele will retain significant influence in the development of this next phase of the TPW.

This is an exciting time to join Ubele's team. Having recently moved into our new environmentally sustainable home at Wolves Lane Horticultural Centre where we will continue to pursue, and prepare to refresh, our 5-year strategy. The 3 ½ acre Horticultural Centre is leased from the council by Wolves Lane Consortium, of which Ubele is one of two steward-members. The move has heralded the start of a new phase in Ubele's journey by creating new opportunities to further our work both directly with communities as well as within our own staff team to create models and offer direct interventions the aim of which is to build community wealth.

You can find further information about us here: www.ubele.org

About The Role

The Communications Officer will play a critical role in contributing to and delivering The Phoenix Way's communications objectives. They will increase public awareness of the challenges faced by Black and Global Majority communities, highlight the work of our partners, and influence wider change in the funding sector.

This is a dynamic and varied role, requiring a strategic thinker with excellent storytelling, advocacy, and stakeholder engagement skills.

Main duties and responsibilities

Increase Public Awareness

- Develop and implement a communications strategy that frames the lived experiences of racial inequality through compelling data, case studies, and human stories.
- Commission and manage research and data-gathering projects (e.g. £10k budget for Equity in Philanthropy report).
- Produce and disseminate research findings in accessible, engaging formats (reports, infographics, videos, blogs, press releases).
- Deliver and oversee a coordinated social media plan across platforms (Instagram, LinkedIn, X, WhatsApp).

- Lead the press and media strategy, building relationships with journalists, particularly in Black, Asian, third sector, and mainstream outlets.

Foster Engagement

- Review, update, and embed TPW's key messaging framework across all channels.
- Work collaboratively with regional teams, partners, and stakeholders to ensure consistent and inclusive messaging.
- Engage and mobilise stakeholders including community organisations, funders, policymakers, and the general public.
- Promote and amplify the work of TPW's funded partners.

Influence Grant-Making Practices

- Develop and execute advocacy strategies targeting policymakers, government bodies, and philanthropic institutions.
- Create and distribute a **Digital Advocacy Toolkit** (social media templates, campaign messaging, email campaigns, petitions).
- Publish and amplify policy briefs, research reports, and case studies to influence systemic change.
- Secure local, regional, and national media coverage to raise awareness of inequities in grant-making.

Empower Marginalised Communities

- Promote TPW's capacity-building programmes (Community Connect, training, resources, and toolkits).
- Collaborate with partners to co-create resources that help community organisations strengthen governance, visibility, and fundraising confidence.
- Signpost community groups to external funding opportunities and wider resources.
- Develop creative, inspiring content that educates, informs, and motivates action.

Amplify Impact

- Develop and deliver TPW's **Social Impact Reporting Framework**.
- Collect, analyse, and share data on TPW's impact and funders' progress toward equitable grant-making.
- Create powerful storytelling content showcasing success stories, lessons learned, and examples of best practice.
- Inspire and engage stakeholders with the Phoenix Way model to foster innovation and collaboration.

General

- To attend and participate in internal and external meetings including London, South and East regions and Ubele meetings and meetings with key stakeholders.
- To attend relevant training to fulfil the requirements of the job.
- To undertake other duties which may from time to time be required and which are appropriate to the responsibilities of the post.
- Ensure that The Ubele initiative internal policies and procedures are followed through in all areas of work.
- Also treat with confidentiality any information that could be deemed as personal, private, or sensitive and comply with the organisations GDPR and Safeguarding requirements.

Person Specification

Essential:

- Proven experience in communications, PR, or campaigns, ideally within the charity, community, or social justice sectors.
- Strong understanding of issues affecting Black and Global Majority communities in the UK.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives across multiple platforms.
- Experience managing social media, press engagement, and digital campaigns.
- Ability to translate complex data and research into accessible, impactful content.
- Track record of stakeholder engagement, partnership working, and coalition-building.
- Creative and strategic thinker with the ability to manage multiple priorities and deadlines.

Desirable:

- Experience in advocacy, influencing, or policy communications.
- Familiarity with the UK philanthropy and grant-making landscape.
- Skills in digital design, video, or multimedia content creation.
- Experience working with community-led organisations.

We can offer:

The Ubele Initiative fosters a caring intergenerational creative and flexible work environment that promotes collaboration, team wellbeing, respect, and professional development.

Salary

£37,000-£40,000 full time, gross per annum

Weekly hours

37.5 hours per week.

Pension

After successful completion of probation, employees are auto enrolled on the Ubele workplace pension scheme dependant on eligibility.

Holidays

20 days annual leave and 8 UK bank holidays for full time employees, pro-rated for part time.

Flexible Working Location

We are open to applications from candidates across the UK that are willing to travel regularly to our London office based in North London. We currently operate a 2 days per week office minimum for full time staff with Thursdays being the anchor day where all staff should attend the office.

Learning

Ubele encourages professional development as a part of our culture and values. Ubele provides, opportunities for training in mental health and first aid, collaboration, and mentorship. Ubele hosts away days, annual retreat, local and international courses, learning sessions and social events.

Support

Access to Bright Wellbeing 24hr advice line and counselling service.

Access to Health Assured App

Access to Bright Safe Health & Safety management software and a variety of training courses.

How to apply:

Instead of a traditional cover letter, please share your CV and answers to the following questions in a maximum of four A4 pages:

- What about this role attracted you to apply for it?
- Addressing each point in the person specification please address how your skills and experience, including transferable skills, mean that you would be a great candidate for the role.

Applications should be sent to recruitment@ubele.org with "TPW Communications Officer" in the subject line. Applicants must be legally eligible to work in the UK.

Once we receive your application you will be sent a link to our diversity form which assists us in measuring the diversity within our recruitment processes. This form is voluntary, anonymous and confidential, only accessible by our HR team. The answers you give are in no way linked to your application and cannot be traced to your name.

The Ubele Initiative CIC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We particularly encourage applications from communities that have historically been excluded from philanthropy and from underrepresented groups including candidates who are LGBTQ+, from Black and racially-minoritised communities, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions, and from less advantaged socioeconomic backgrounds. Please notify us if you require any reasonable adjustments to be made to the recruitment process by sending an email to recruitment@ubele.org with your request.

The job description is a broad picture of the post at the time of preparation. It should not be seen as an exhaustive list of all possible duties and will be subject to review from time to time. The post holder may be required to undertake such other duties as may be required.

This vacancy may be closed early if sufficient applications have been submitted.

It is our policy to review all applications within two weeks of the stated closing date. All candidates will be informed of the outcome of their application.

September 2025

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@ubeleinitiative

ubele.org

