



**CONSUMERS
INTERNATIONAL**

STRATEGIC COMMUNICATIONS LEAD (FAIR DIGITAL FINANCE)

**Appointment brief
October 2025**

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BACKGROUND

Consumers International is the world's leading network of consumer organisations, uniting over 200 Members in more than 100 countries. Together, we work to protect and empower consumers everywhere, championing their rights and ensuring their voices shape products, policy and practice.

We collaborate with our Members and partners to tackle critical, systemic issues that affect people as consumers. As the only independent global advocate for consumers, we represent their interests in international policy forums and the global marketplace – helping to shape systems that are fair, safe and sustainable by design.

Joining Consumers International means contributing to bold, cross-border solutions at the forefront of consumer rights. Explore a selection of our recent achievements [here](#).





OUR VALUES

The Consumers International team strives to live the following values:

Leadership	• Making tough trade-offs to ensure we deliver against strategy. • Charting a path forward – listening to other perspectives, while being independent of those perspectives. • Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work. • Striving to bring others with us – colleagues understand the direction we are taking and our reasoning. Viewpoints are sought at key moments and delivery is orientated around the strategy.
Inclusivity	• In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation.
Caring	• Caring about the career development and success of our colleagues and how our team collaborates together. • Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda.
Innovation	• Pursuing new creative ideas that have the potential to change the world.
Agility	• Adapting quickly in response to opportunity.
Efficiency	• Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies.
Excellence	• Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all.
Passion	• Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals. • Engaging with energy and excitement.

JOB DESCRIPTION

Job title: Strategic Communications Lead (Fair Digital Finance)

Location: Remote

Reports to: Director, Fair Digital Finance

Contract: Full-time, fixed term (3 years)

Salary: Up to £45,000 per annum

Deadline: 9am, Friday 7th November 2025

Purpose of the role

We are seeking an exceptional **Strategic Communications Lead (Fair Digital Finance)** to deliver strategic communications, campaigns and events that amplify the impact of Consumers International's *Fair Digital Finance Accelerator* and broader digital finance programme.

This role will lead the design and delivery of compelling storytelling, thought leadership and strategic communications across multiple channels, ensuring that consumer perspectives shape the global digital finance agenda. Working closely with our Advocacy and Government Engagement Lead, this person will manage the communications and production of key events, including a series of *Policy Impact Forums* to support consumer-regulator dialogue, as well as peer learning sessions and global campaigns. They will ensure that all outputs from our digital finance programme are effectively communicated to Consumers International Members, relevant regulators and consumer protection authorities, funders and global partners.

The successful candidate will combine creativity, strategic communications expertise and strong project management skills with the ability to connect diverse audiences around a shared vision for fair and resilient digital finance.

Why join us?

- Shape the global conversation on fair and inclusive digital finance.
- Lead strategic communications and high-profile events that influence international policy.
- Work with a network of over 200 consumer organisations and leading actors across finance, technology and regulation.
- Join a dynamic, mission-driven organisation recognised as the global voice for consumers.



Key responsibilities

Strategy and Innovation

- Develop and deliver a communications strategy for the Fair Digital Finance Accelerator and wider digital finance initiatives, ensuring clear messaging, visibility and consistency across all channels.
- Lead the positioning of Consumers International as a trusted thought leader in digital finance through strategic storytelling and event communications.
- Collaborate with the Director, Fair Digital Finance and the Lead, Advocacy and Government Engagement, to plan and execute integrated advocacy and communications campaigns that drive tangible policy and behavioural change.
- Ensure all communications align with our global strategy, values and brand identity.

Content Development and Storytelling

- Translate complex digital finance issues into compelling narratives and accessible communications products.
- Work closely with our central communications team to manage production of grant-funded outputs including reports, case studies, advocacy materials, blogs, social media content and newsletters.
- Develop clear, high-quality content that elevates Consumers International's impact in digital finance, ensuring outputs reach key audiences including regulators, policymakers, funders and global stakeholders in digital finance.
- Maintain and elevate editorial standards and ensure alignment with organisational messaging.

Events and Campaigns

- Co-lead the planning, coordination, and delivery of *Policy Impact Forums*, virtual dialogues and global campaigns.
- Lead event communications and logistics, ensuring events are impactful, inclusive and high-quality.
- Support production of the Consumers International Global Congress and other flagship events, ensuring strong integration of the Accelerator's visibility and messages.
- Work with Members and partners to spotlight success stories and case studies through live events and digital channels.

Network and Stakeholder Engagement

- Collaborate with Members, ecosystem partners and funders to maximise visibility of joint work.
- Provide communications support to consumer associations receiving sub-grants to help them tell their stories and communicate their impact.
- Facilitate cross-network storytelling that highlights progress, learning and consumer voice across regions.
- Build relationships with communications counterparts in partner organisations.

Monitoring, Learning and Impact

- Track and evaluate communications impact through metrics on reach, engagement and influence.
- Capture lessons and best practices to strengthen future campaigns and outputs.
- Ensure grant reporting requirements on communications and visibility are met.

This is a description of the job as it is presently constituted. It is the practice of Consumers International to review job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, Consumers International reserves the right to insist on changes to your job description, after consultation with you.

Consumers International is an equal opportunities employer with a policy to ensure that no job applicant or employee should receive less favourable treatment on any grounds not relevant to good employment practice.



PERSON SPECIFICATION

Skills and Experience

- Proven experience in communications, campaigns, or public affairs, ideally within digital finance, development or consumer rights.
- Strong writing, editing and storytelling skills across long-form and digital formats.
- Experience producing virtual and in-person events.
- Ability to translate technical concepts into clear, engaging messages for diverse audiences.
- Experience working across international contexts with multicultural teams.
- Excellent project management and organisational skills; comfortable balancing multiple priorities.
- Collaborative, adaptable and creative mindset with an eye for innovation and detail.



TERMS OF APPOINTMENT

Job title:	Strategic Communications Lead (Fair Digital Finance)
Located:	Remote
Reports to:	Director, Fair Digital Finance
Contract:	Full-time, fixed term (3 years)
Salary:	Up to £45,000 per annum
Benefits	• Consumers International employee benefits offered will be in line with the statutory requirements in effect for the regional location that the applicant resides in. • We offer co-working spaces (up to 2 days at Regus offices) and an allowance for the pension scheme if the individual is hired through Globalization Partners, our International recruitment partner. • Holiday entitlement will be specific to each location and will be dependent on the public holidays available in the location.



HOW TO APPLY

If you would like to apply, please send the following:

- An up-to-date CV
- A Supporting Statement (no more than 2 x A4 pages) outlining how your skills and experience relate to the criteria detailed in the person specification of the job description.

Please submit your completed application to hannah.whittington@harrishill.co.uk by 9am, Friday 7th November 2025

Interviews will then take place after this date.

Should you be invited to interview, please let us know if you require any reasonable adjustments so we can support you through the process.



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