



**CONSUMERS
INTERNATIONAL**

COMMUNICATIONS SPECIALIST

**Appointment brief
October 2025**

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BACKGROUND

Consumers International is the leading global membership organisation bringing together over 200 consumer organisations in more than 100 countries to empower and champion the rights of consumers.

We work with our Members and partners across national borders to address critical, systemic global issues that impact consumers. Representing and empowering consumers, we are their voice in international policy-making forums and the global marketplace to shape a world where everyone has access to fair, safe and sustainable products and services.

Working for Consumers International provides the opportunity to build solutions and partnerships to address the foremost marketplace issues and opportunities at global scale. See a selection of our most 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: Communications Specialist

Location: Remote working, with a strong preference for monthly meetups in London.

Managed by: Head of Communications and Membership

Contract: 2 years fixed term with a strong likelihood of becoming permanent

Salary: £32 - £35k per annum

Deadline: Interviews are being held on a rolling basis so we encourage applicants to apply early.

Purpose of the role

We are looking for enthusiastic colleague ready to work in a fast-paced and exciting work environment who can easily grasp and communicate impact to our different audiences. The Communications Specialist will be an exceptional writer across different platforms, be an excellent coordinator across the communications and wider team and be a strategic thinker. They will love the opportunities that come with working in an entrepreneurial environment, with a drive to deliver excellence and to support project management across our high-profile moments – events, product launches, campaigns.

Key responsibilities

Content generation

- Draft compelling content for our different audiences across a broad suite of communications, particularly for our website, newsletters and materials.

Strategic delivery

- Support the Head of Communications and Membership and the Communications Lead to implement our Communications Strategy and Social Media Strategy.
- Design and deliver several communications plans for key global opportunities – for our latest insight/research/tools and for our participation at high-profile events.
- Take a strategic focus across communications outputs, identifying core audiences and the best messages and approaches to reach those audiences.
- Oversee funding communications, developing materials and digital communications to resonate with business, foundations and other funders.



Drive efficiency and continuous improvement

- Aptly project manage the delivery of our key moments, particularly for research and events, being exceptionally organised and working well with external suppliers and the wider team.
- Seamlessly coordinate the planning and evaluation of communications milestones, including our communications calendar.
- Maintain and improve core systems including our mailing lists and help to improve our website through regularly maintenance and updates.
- Support the development of processes to enhance how we plan communications opportunities and evaluate impact from across the team.

Using relationships for change

- Build relationships with our Members, partners and donors to share their story, make them feel valued and ensure they promote our initiatives.
- Support capacity building of the wider team in communications (e.g. providing feedback, templates and running training sessions).
- Work openly with colleagues, collaborating enthusiastically and asserting and influencing effectively for timely communications.

Visual identity

- Be a brand ambassador and champion, implement and support development of protocols and house style guidelines, ensuring high standards of accuracy and consistency across the team and our content.
- Develop compelling visuals to accompany communications.

Other

- Support the navigation of communications issues.

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.

PERSON SPECIFICATION

Essential Requirements	Criteria
Experience & Understanding	• Over 4 years' experience in communications or another relevant field. • Strong track record of creating compelling communications, particularly for digital (website, newsletter and social media). • Excellent project management, coordination and organisational skills, with the ability to meet multiple tasks and deadlines at a given time and being able to coordinate well across teams and with external stakeholders. • A good understanding of how to communicate with external partners, including funders. • A keen interest and experience in delivering high-profile moments for organisations (for events, research or campaigns). • Demonstrable experience in designing and implementing communications plans which have delivered impact. • Able to map audiences, develop the right messages for them and take ownership for evaluating impact. • Excellent visual eye and brand awareness and evidence of crafting compelling design materials. • Ability to introduce new systems, processes and tools to help drive efficiency and impact in communications.
Skills And Abilities	• Able to thrive in a start-up and fast-paced environment, with a mindset of continuous improvement. • Takes a proactive approach and brings solutions to issues. • Good relationship skills, with the ability to influence, inspire and assert within the organisation and with core partners. • Takes a big picture focus, to help drive long-term change.
Other Essential Requirements	• Strong IT skills with excellent use of MS Office. • A good grasp of virtual meeting software (e.g. Zoom and/or Teams), with ability and/or experience in external events and/or meeting set up. • Excellent spoken and written communication. • Commitment to the aims, objectives and values of Consumers International.
Desirable Requirements	• An understanding of the consumer rights movement and/or experience working in sustainable consumption, digital rights or towards financial fairness. • Second language would be an asset (French, Spanish, Portuguese Arabic). • Good grasp of Salesforce and project management tools (e.g. Microsoft Projects and/or other online applications). • Campaign and/or event management experience.

TERMS OF APPOINTMENT

Job title:	Communications Specialist
Located:	Remote working, with a strong preference for monthly meetups in London.
Managed by:	Head of Communications and Membership
Contract:	2 years fixed term with a strong likelihood of becoming permanent
Salary:	£32 - £35k per annum
Benefits	• 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 ASAP as the applications will be reviewed on a rolling basis.

Interview information

First stage interview:	A screening call with the Head of Communications and Membership
Second stage interview:	Task and panel interview (dates on a rolling basis)

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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