



**Fighting to create a world where all
single parents and their children thrive**

Communications Officer

Gingerbread, the charity for single-parent families, is registered in England and Wales as a company limited by guarantee, no. 402748, and a registered charity, no. 230750





Welcome



Sarah Pinch
Chair, Gingerbread

Thank you for your interest in joining the Gingerbread team. This is an exciting opportunity to join a passionate and inclusive organisation making a real difference to single-parent families across England and Wales.

This pack will tell you more about our charity. It includes details of the Communications Officer role, how to submit your application and some background information about our history and the work we're doing today.

Gingerbread is the charity for single parents. We challenge discrimination, and campaign against the inequalities single parents face. We support single parents by providing them with information and we build connections – providing a support network so that no single parent is ever alone.

There are over 2 million single parents in England and Wales. Although the majority of them are working, they're twice as likely to live in poverty as couple parents. And too many single parents experience loneliness, worry and the impact of negative stereotypes in the media and wider society. Gingerbread is leading the fight to create a society where all single parents and their children can thrive. We hope you'll consider joining us.

As you'd expect, we're a family-friendly charity. We offer a supportive team culture and good work-life balance, while delivering impressive results.

We'd be delighted to discuss this role with you so please get in touch by emailing recruitment@gingerbread.org.uk if you'd like any more information. We look forward to hearing from you.



What Gingerbread does

Gingerbread has supported and championed single parents since 1918. Originally called the National Council for the Unmarried Mother and her Child, we've worked for over 100 years to make sure that single parents are not forgotten.

Our campaigns have led to changes in the law. We've influenced the government and challenged stigma and stereotypes. Our information helps tens of thousands of single parents every year.

Through our policy work, we ensure that our members' concerns and experiences are taken to the heart of Westminster and our in-person and online communities can be found across England and Wales, providing support and friendship to thousands of single parents and their children.

In 2022, we launched our latest strategy with a focus on improving the financial situation and the mental health and wellbeing of single parents.



Our vision

Our vision is of a world where all single parents and their children can thrive



Our mission

We stand with and support single parents to overcome disadvantage, inequality and injustice



Our values

We are brave, trustworthy, supportive and ambitious



Working with Gingerbread

Where we work

Our work spans England and Wales.



We are a remote organisation, with our team working flexibly from various locations across the country. While we don't operate from a traditional office, we are registered at Canopi, 82 Tanner Street, London SE1 3GN, where we make use of hot desks and meeting/event spaces as needed.

When we work

Staff can choose to work between 7:30am and 7:30pm, with a schedule that suits both you and your line manager.



We're happy to accommodate flexible working requests from day one.

Equal opportunities

We strongly encourage applicants from all backgrounds to apply, including underrepresented communities and single parents.



To help us assess the effectiveness of our recruitment process, please complete a diversity and equality questionnaire [via MS Forms](#). Your responses are completely anonymous, stored confidentially by our HR team and will not be shared with the selection panel.



What we can offer you

We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits.

Depending on the type of contract, some or all of these benefits may change, i.e. for a freelance contract.

Working culture

- A friendly and supportive work environment
- Flexible working options available from day one to help maintain a healthy work-life balance
- Opportunities for training and professional development
- Two charity days annually to volunteer with an organisation of your choice
- Be part of a team dedicated to making a positive impact for single-parent families across England and Wales

Reward

- A competitive salary, Gingerbread is an accredited Living Wage Employer
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)

Time off work

- Generous annual leave allowance of 28 days plus bank holidays
- Office closure between Christmas and New Year
- An extra day's leave after two years' service
- Buy up to five days of annual leave a year

Health and lifestyle

- Employee Assistance Programme (Employee advice line and discounts/promotions from leading name brands, restaurants and cinemas)
- Cycle to work scheme to help you buy a bike
- Eye tests and contribution to glasses needed for your job
- Technology loan scheme



What we are looking for

Job Description - Communications Officer

Job title	Communications Officer		
Hours	35 hours/week	Salary	£25,000-£30,000 depending on experience
We welcome flexible working arrangements, including part-time, job sharing, condensed hours, and other options to support work-life balance.			
Location	Remote with occasional travel to London	Reports to	Communications & Engagement Manager
Contract	Fixed term 1 year contract		
Job purpose			
This is a new and exciting role focused on building and maintaining strong digital engagement with single parents and supporters. You'll be responsible for day-to-day content creation, community management, and supporting the delivery of wellbeing and campaign communications. You'll work closely with colleagues across the organisation to ensure our communications are timely, inclusive, and impactful.			



Job Description - Communications Officer

Key responsibilities

Digital Content and Social Media

- Create, schedule, and publish engaging content across Gingerbread's social media channels (Instagram, Facebook, X/Twitter, LinkedIn).
- Monitor and respond to comments, messages, and mentions in a timely and supportive manner.
- Manage and respond to queries that come through to Gingerbread's mailboxes.
- Populate Gingerbread's monthly and weekly content plans, using the annual communications plan as a guide.
- Moderate online communities to ensure they remain safe, inclusive, and aligned with Gingerbread's values.
- Track engagement metrics and contribute to monthly reporting.

Email and Web Communications

- Write, edit, and build supporter and service-user emails using our email platform (e.g. Mailchimp or similar).
- Support the creation and scheduling of newsletters and campaign updates.
- Build and update webpages, ensuring accessibility and clarity.

Community Engagement and Case Studies

- Support the collection and sharing of case studies from single parents, working with colleagues across the organisation.
- Help ensure single parent voices are reflected in our communications and campaigns.
- Work with the team to produce and promote digital resources that support single parents' mental health and resilience.

Corporate Responsibility

- To take a flexible approach to work and duties within an appropriate level of responsibility, carrying out other duties as directed by the Senior Management Team.
- To actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach.
- To work in line with Gingerbread's values and Code of Conduct.
- To take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection and risk management.
- To support a digital-first and collaborative approach to all work.
- To champion and promote equality and diversity in your work area and the broader organisation.
- To ensure the single parent voice and experience informs the design and development of your work, where possible.



Person Specification

Criteria	To be assessed via application	To be assessed at interview
Essential		
Experience creating content for social media, email, or websites in a professional or voluntary setting.	✓	✓
Excellent written communication skills, with the ability to adapt tone and style for different audiences.	✓	✓
Confident using digital tools such as Canva, Mailchimp, or WordPress (or similar).	✓	✓
A proactive and curious approach – willing to take initiative, ask questions, and find the information needed to get the job done.	✓	✓
Strong organisational skills and attention to detail.	✓	✓
Ability to work independently and collaboratively in a small team.	✓	✓
Commitment to Gingerbread's values and to representing the voices of single parents.	✓	✓



Person Specification

Criteria	To be assessed via application	To be assessed at interview
Desirable		
Experience moderating online communities or managing inboxes.	✓	✓
Understanding of accessibility and inclusive communication practices.		✓
Experience working in a charity or campaigning environment.	✓	✓
Familiarity with basic analytics tools (e.g. Meta Insights, Google Analytics).		✓
Corporate		
A commitment to the work of Gingerbread and to improving the lives of the UK's 2 million single parent families.	✓	✓
Able to work confidentially in a digital office, including standard Microsoft Office software packages and CRM bases and identifying opportunities to use digital to improve efficiency.		✓
Highly developed understanding of equality, diversity and inclusion principles and how they affect the organisation.		✓



How to apply

If you are interested in becoming Gingerbread's Communications Officer, please send your CV and a cover letter detailing your motivation and how you meet the person specifications to recruitment@gingerbread.org.uk.

Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role. Successful candidates will be appointed on merit.

If you have any questions about your application or the application process, please contact the HR team at recruitment@gingerbread.org.uk.

We would like to take this opportunity to remind you that you will require an existing right to work in the UK for us to progress your application.

