

Candidate Pack

Senior Communications and Public Affairs Officer

June 2025



CEO Welcome

Thank you for looking at this candidate pack for our new role of Senior Communications and Public Affairs Officer, I hope you find it informative and that it encourages you to apply to join our team.

This is an exciting time for Carnegie UK. Our strategy, [Learning how to live well together](#), sets out our ambition to put wellbeing at the heart of decision making across the UK and Ireland. Our ground-breaking [Life in the UK](#) Index has started to track the wellbeing of people in the UK over time, and we are committed to running this programme until at least 2030.

For us, collective wellbeing means everyone having what they need to live well now and in the future. As a public policy organisation, we seek to understand what enables and threatens wellbeing and we argue for wellbeing-informed approaches to decision-making. Effective communications and advocacy are crucial to our overall success.

We want to encourage applicants with diverse backgrounds to work with us. We believe that greater diversity of experience, skills and ways of thinking will enrich our approaches and broaden our collective knowledge and networks. We encourage applications from passionate and suitably qualified candidates from all parts of the community.

If you are motivated by our mission for collective wellbeing; curious about the levers of social change; open to learning, and attracted by a values-based organisation, then we'd love to hear from you.



Sarah Davidson
CEO



Who we are

Carnegie UK has been working to improve wellbeing in the UK and Ireland for over 100 years. Established in 1913 by the Scottish-American philanthropist Andrew Carnegie, that mission has evolved over time to reflect changes in society and governance.

We now focus on influencing policy and practice at a systemic level, building on evidence and research to argue for change.

Find out more about the work we do on our website www.carnegieuk.org

We work in ways that reflect our organisational values, which were co-produced by the staff team in 2021:

Motivated by change: we are galvanised by wellbeing approaches that change people's lives for the better; we commit to assessing and understanding our impact.

Challenging: we recognise that social progress requires asking hard questions of ourselves and others; we commit to using research and evidence to speak truth to power.

Kind: we believe in radical kindness as the connection we have to each other and to wider society; we commit to putting strong relationships at the heart of everything we do.

Collaborative: we are invested in the collective impact of alliances; we commit to building coalitions to tackle wellbeing injustices and change systems.


As an endowed foundation, we are committed to understanding and accounting for our impact on the planet and for the historic marginalisation of minority groups within our communities. This includes investing in ways that align with our mission and broadening the scope of our knowledge base.



The role - Senior Communications and Public Affairs Officer

Starting salary £40,788 (annual cost of living award takes effect from January each year)

The main functions of this role are:

- Design and deliver media relations, stakeholder engagement, and public affairs activities in support of Carnegie UK's strategic objectives and the goals of our policy programmes.
 - Monitor developments across media, politics and current affairs of relevance to Carnegie UK's mission, helping the organisation respond appropriately.
 - Work with colleagues to ensure Carnegie UK's policy reports and research are presented and disseminated in a way which maximises engagement with relevant stakeholders (e.g. working with policy colleagues on stakeholder engagement, working with data colleagues on visualisation, working with graphic design colleague on report design).
 - Work with colleagues on a calendar of year-round engagement and activity in line with the organisation's strategic objectives and priorities.
 - Manage with colleagues Carnegie UK's social media channels and website, supporting content creation activities and managing processes to ensure high quality and engaging outputs.
 - Line-manage the Events and Communications Officer, working in partnership with them on areas such as brand compliance, e-mail marketing, online and traditional events.
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Key responsibilities

Communications

- Day-to-day running of media relations activity (e.g. media outreach, placing opinion pieces, writing news releases) in support of Carnegie UK's strategic and programmatic goals.
- Support senior staff by undertaking projects or providing briefings and presentations on relevant research, analysis and policy matters as requested.
- Develop and schedule content (copy, video, social materials) for our digital channels with the Events and Communications officer, support the development and management of the Carnegie UK website.
- Working with colleagues ensure Carnegie UK's policy outputs, including reports, are well-designed and well written for impact.
- Support the Head of Communications in managing organisational communications risks and developing the organisation's approach to communications more generally.

Advocacy

- Day-to-day running of public affairs activity (e.g. political monitoring and outreach, writing and delivering briefing notes) in support of Carnegie UK's strategic and programmatic goals; supporting compliance with relevant lobbying legislation; helping Carnegie UK take an appropriate approach to operating across England, Northern Ireland, the Republic of Ireland, Scotland and Wales.
- Supporting the organisation to develop and build relationships with a group of key decision-makers using a variety of different techniques and strategies.
- Represent Carnegie UK at relevant events, external working groups and forums that contribute to the delivery of our work and strategy.

Programme delivery

- Support policy team colleagues in the delivery of an ongoing programme of work designed to maximise the impact of our policy work amongst key stakeholders.
- Contribute to Carnegie UK's rolling portfolio of programmes by designing and delivering communications and advocacy activities that support the programmes' goals.
- Support the delivery of new communications and advocacy initiatives (e.g. stakeholder relations programmes, newsletters, webinar series) in support of Carnegie UK's strategic and programmatic goals.

Management & Organisational Learning

- Line-manage the Events and Communications Officer, in line with Carnegie UK's suite of internal policies.
- Manage third-party contractors where appropriate (e.g. photographers, monitoring companies, digital tool subscriptions).
- Contribute to fulfilling the organisational development plan and Carnegie UK's ways of working, described in our values.
- In line with our [Impact Learning Framework](#), contribute towards continual learning and improvement across the organisation, including in how we promote diversity, equity and inclusion and minimise our environmental impact.

NB – Additional tasks may arise or be required and assigned to this role in line with organisational need and available capacity.



Person Specification

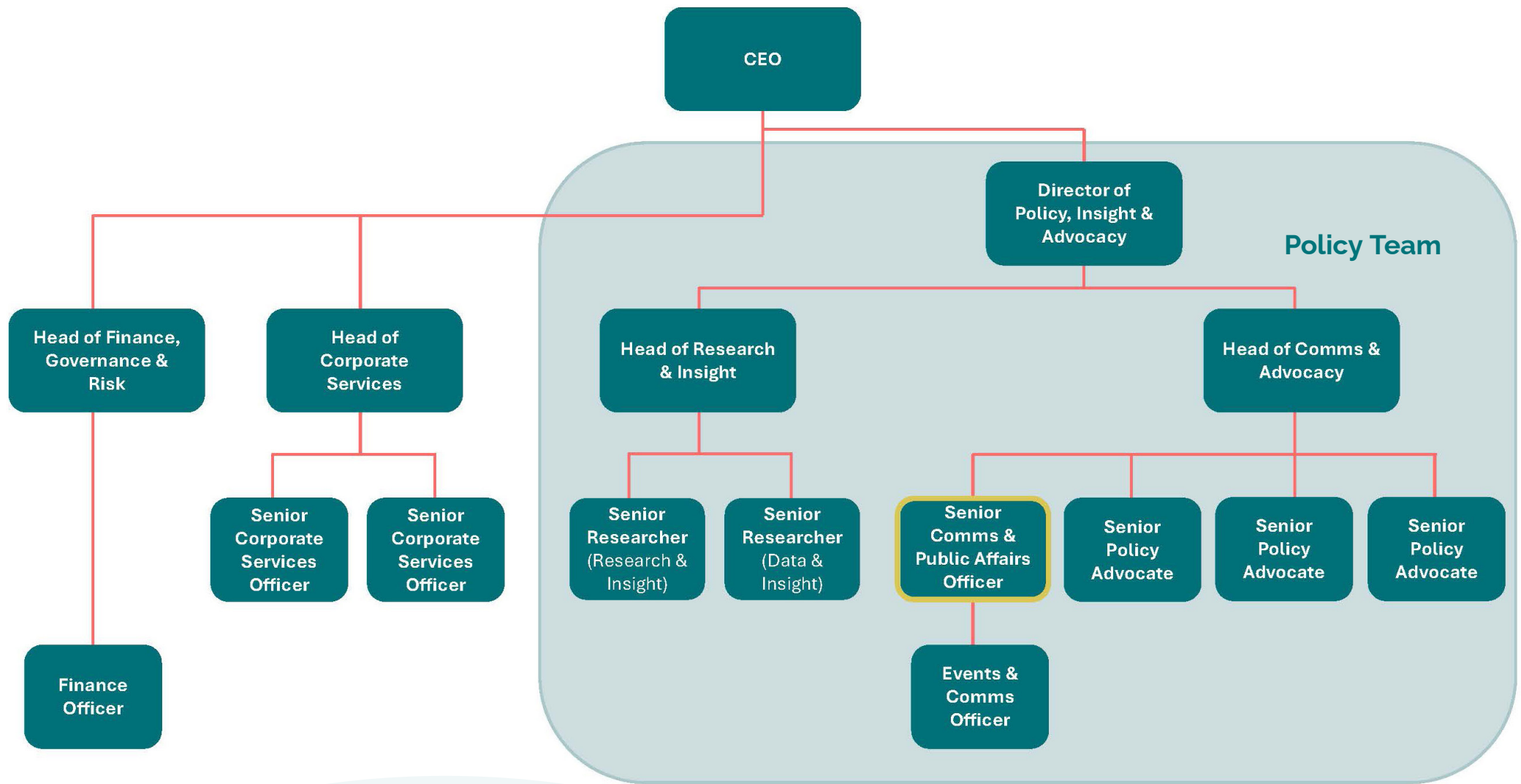
Essential skills

- **Three years relevant experience:** A minimum of 3 years of experience working in a relevant communications and/or public affairs role and team.
- **Excellent media relations and public affairs knowledge:** Experience of designing and delivering media relations and public affairs activities, ideally in pursuit of public policy goals. A good working knowledge of political and governmental systems and processes in the UK.
- **Proactive working and planning:** Ability to work well in teams and independently. Excellent planning and organisational skills with the ability to work across, prioritise and plan multiple projects simultaneously.
- **Copywriting and editing skills:** with experience of writing to a high standard for a variety of audiences and working with materials related to public policy.
- **Networking and influencing:** Strong interpersonal and presentational skills to represent Carnegie UK in a variety of settings with a well-developed personal network.
- **Outcome focussed:** Ability to understand and report on outcomes sought across a variety of programmes or strands of activity and how these interrelate and support one another.
- **Curious minded:** Must be curious to learn about, and find interesting and relevant, the areas of work of Carnegie UK.

Desirable skills

- **Line management experience:** People management experience.
- **Familiarity with digital tools:** Experience using digital tools such as Mailchimp and Wordpress.
- **CRM Experience:** Experience working with Customer Relationship Management (CRM) systems.
- **Agile project management:** Experience using project management tools such as Trello and Slack.
- **Professional development:** Evidence of commitment to continuing professional development.
- **Lobbying registration requirements:** A working knowledge/awareness of the distinct lobbying requirements in the UK and Ireland.

Carnegie UK Organisational Structure



Our people and additional benefits

Our people are key to our impact: we value their humanity, their experiences, lived or learned, and their skills. We aim to create a working environment where everyone feels valued, belongs, and can be their best.

Our Organisational Development Plan recognises the capacity of everyone to learn and grow, and we pride ourselves on developing talent which is recognised by the wider sector in Scotland and across the UK and Ireland and beyond. Alongside all-staff development initiatives, our continuous professional development approach supports the learning of every team member.

Our working policy allows us to operate a flexible hybrid model with all staff working from a blend of office, home, and co-working spaces. We provide high quality IT equipment, including iPhones and laptops to facilitate remote working and an IT helpdesk for support when required.

We aim to spend a minimum of two days a week (currently across Monday to Wednesday) together in our office at Andrew Carnegie House, on the edge of Pittencrieff Park in Dunfermline, except where external meetings and other events require us to be elsewhere. For the right candidate we would be prepared to offer additional flexibility.

We have a generous set of staff policies as employers including flexible working, maternity and parental leave and pride ourselves on providing supportive line management and peer to peer learning environments. Our benefits reflect our emphasis on staff wellbeing. We offer our staff excellent terms and conditions including:

- 35 hour working week
- 5 days paid time off each year for volunteering activities
- Flexi-time policy
- Hybrid working
- Generous employer pension contributions
- Group Income Protection Scheme which includes access to health checks, online GP appointments, second medical opinions and counselling
- 25 days annual leave and 12 public holidays (six of which can currently be taken at any point in the year)
- Electric car lease scheme
- Death in service policy
- A monthly allowance for co-working space
- Cycle to work scheme
- Enhanced sick pay
- Enhanced maternity/adoption/paternity pay

How to apply

To apply, please submit your CV and a supporting letter of no more than two pages to: info@carnegieuk.org.

Applicants will be shortlisted for interview by matching the details given in their application against the Job description and person specification. We would therefore ask applicants to provide clear evidence to show how your experience, skills and knowledge match those requirements as well as telling us why you are interested in the role. Please also complete the [Diversity Monitoring Form](#) which can also be found on the recruitment page of our website.

Please note that you will receive an acknowledgement of your application – if you do not receive this, please contact Lucy Smith (lucy.smith@carnegieuk.org).

Timetable

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Closing date: 14 July 2025 at 5pm

Shortlisting: Complete by 21 July 2025

Interviews: 5 and 6 August 2025

Interviews will take place at our office in Andrew Carnegie House, Dunfermline. An online interview can be arranged for any candidate unable to attend in person. Please indicate in your application if you would be unavailable on any of the dates set out above, we will do our best to accommodate you.



Carnegie UK

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www.carnegieuk.org

Carnegie United Kingdom Trust
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