



The Workstation, 15 Paternoster Row, Sheffield, S1 2BX

Digital Communications and Campaigns Coordinator (Maternity Cover)

Hope for the Future is a UK-based charity which works to support constituents to secure greater and more ambitious action from national and local government - across all levels - by equipping them to have effective conversations with their politicians.

We work directly with communities, train local groups, and support national campaigns and partners with paid consultancy and strategic advice to drive more ambitious and inclusive environmental action. Through training, workshops, tools and hands-on support, we help people understand how politics works, build confidence, and take meaningful action, from contacting their MP or Councillor to leading local and national campaigns and influencing policy. Over the past decade, we have supported more than 10,000 people to engage with politics, over half of whom had never taken action beyond voting, as well as tangibly influencing local, regional and national policy.

Our Commitment to Inclusion

We welcome applications from everyone and celebrate diversity across age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion, or belief. If you don't meet every single requirement listed below, please don't let that deter you, we would still love to hear from you.

About the Role

We are looking for a creative, tech-savvy storyteller to drive our digital communications and fuel the growth of Climate Connect, our pioneering digital organising platform.

You will play a key role in shaping how Hope for the Future connects with communities, partners and supporters during a crucial period for climate policy.

This is a varied, highly impactful role sitting at the intersection of digital engagement, movement-building, and product growth. Working 21 hours a week, you will manage our day-to-day digital marketing, craft compelling supporter journeys, coordinate key individual giving campaigns, and help turn Climate Connect into a widely used, financially self-sustaining tool for the wider climate sector.

You will support our marketing and audience engagement activity, from campaigns to website development, supporter communications and individual giving campaigns, including the Big Give.

About Climate Connect

[Climate Connect](#) is Hope for the Future's unique digital organising platform designed to



help organisations and communities collaborate, build stronger political relationships and demonstrate their impact on climate and nature action. Climate Connect helps individuals and organisations stay informed, take meaningful political action, build stronger relationships with decision-makers, and coordinate more effectively with others across the UK. It is the UK's first platform to combine community-shared insights on climate and nature engagement with politicians alongside accessible parliamentary updates and collaborative campaigning tools.

Terms and Conditions

Hours: (21 hours per week). Flexible working options are available in line with HFTF's [Flexible Working Policy](#). Occasional evening or weekend work may be required

Start Date: Aug/Sept 2026. Exact start date is flexible based on availability of the successful candidate

Salary: Grade 3 £32,328 per annum (£19,396 pro-rata for 21 hpw)

Contract Type: 6 months fixed-term contract to provide maternity cover, with the potential for extension subject to funding.

Accountable to: The Fundraising Manager

Benefits: 30 days annual leave (18 days pro-rata) plus pro-rata statutory bank holidays, employer pension contribution, and dedicated wellbeing support.

Location: Hybrid/Remote (Anywhere in the UK) or based at our Sheffield Head Office. National travel as required. See our [Hybrid working policy](#).

Role and Responsibilities

1. Digital Marketing & Communications

- a. Implement HFTF's marketing strategy and audience growth priorities across all digital channels.
- b. Lead the development and delivery of Hope for the Future's email communications, including producing engaging monthly newsletters
- c. Help market HFTF's paid training and consultancy services to external partners.
- d. Contribute to the growth of earned income, leveraging digital communications to attract, secure, and nurture relationships with high-value paid partners.
- e. Take overall responsibility for managing and updating Hope for the Future's website and digital communications channels (Wordpress)
- f. Support the team with the development, optimisation and management of compelling supporter email journeys for our key services using our digital toolkit (including Ticket Tailor and EcoSend)
- g. Supervise and support our freelance Communications Officer (1 day/week) with social media scheduling and content creation

- h. With support from others in the team, draft a Communications Strategy to accompany the third year of our Strategy

2. Individual Giving & Campaigns

- a. Work collaboratively with colleagues across the organisation to support campaigns and storytelling, effectively showcasing organisational impact.
- b. With the support of the Fundraising Manager lead the delivery of our digital individual giving campaigns, including key milestones like the Big Give campaigns (December 2026 and Spring 2027).
- c. Use digital channels to increase visibility, strengthen audience engagement, grow our base of regular supporters and increase resilient, unrestricted income.

3. Climate Connect Development and Growth

- a. Support organisations and communities to actively use Climate Connect, ensuring a seamless user experience.
- b. Design and execute campaigns to increase platform uptake and establish it as a sustainable paid service for partners.
- c. Work collaboratively with our external developers (*Collective Digital*) to communicate user feedback and coordinate platform updates.
- d. Help gather case studies and user insights to build a strong evidence base for future funding for Climate Connect.

4. Leadership & Culture

- a. Line manage the Communications Freelancer (1 day per week) and offer support for social media content and scheduling.
- b. Ensure [the values of HFTF](#) are upheld across the organisation including fostering a culture that encourages collaborative working and recognises positive contributions, including active involvement in our workstreams which are working towards reaching and representing all sectors of society

Skills and Experience

Essential Skills and Experience
Proven experience delivering digital communications campaigns and audience growth strategies.
Strong written communication and storytelling skills with the ability to translate complex information or impact data into inspiring content.

Experience managing websites (Wordpress) and using social media, email marketing platforms, and digital tools to drive engagement.
Highly organised, with the ability to manage multiple tasks and priorities effectively within a small team and part-time hours.
Desirable Skills and Experience
Experience supporting or marketing a digital platform/ app.
Experience/supporting or coordinating fundraising or individual giving campaigns
Experience managing or mentoring staff, freelancers, or volunteers.
A general understanding of UK climate and nature campaigning, advocacy, or the political system.
Values/ behaviours
A genuine commitment to climate action, democratic engagement, and equity, diversity, and inclusion and Hope for the Future's values
Passionate about designing inclusive and highly engaging fundraising and communication strategies that reach diverse audiences and are accessible to and representative of all communities
A collaborative team player who works flexibly, embraces new opportunities, and can confidently guide digital projects through evolving changes
A results-driven and proactive problem-solver, with the resilience to adapt and find creative solutions when navigating setbacks
Willingness to travel nationally and work occasional evenings/weekends as needed for funder meetings and events

How to Apply

To apply, please visit the jobs page on our website. www.hfff.org.uk/jobs

- **Application Deadline:** 20th July at 9am



- **Interview Dates:** Week commencing 27th July
- **Start date:** Aug/Sep 2026

Please Note: This is a fixed-term contract for 6 months to provide maternity cover, with the potential for extension subject to funding (temporary, non-permanent position).

HFTF operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone and celebrate age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief. For more details on our policies including data protection and how we store and use your data, please visit our website.