

IntoUniversity

Head of Communications

July 2026



Welcome from our CEO Dr Rachel Carr



Dr Rachel Carr
Chief Executive Officer
& Co-Founder

My name is Rachel Carr and I am one of the founders of IntoUniversity and its current CEO.

We're an award-winning charity running local learning centres in the heart of the communities where the young people we support live. Our centres provide a high-impact education programme which includes practical learning support, pastoral care, and motivational and confidence-building activities for young people aged 7-18. Our aim is to enable students from the least advantaged neighbourhoods to realise their ambitions and achieve their wonderful potential.

As the UK's leading university access organisation, our staff team is helping over 60,000 young people each year at its 46 learning centres across England and Scotland, and we plan to scale-up our provision over the coming years.

We are recruiting a **Head of Communications** to join our Senior Leadership Team to lead the charity's communications work, ensuring that the charity's ambitious growth plan is supported by **exceptional strategic communications** that engages our key stakeholders and builds support for the charity's work, particularly with funders and university partners.

This is a senior position and will involve close work with the charity's senior managers, trustees and high-profile stakeholders. This is both a **strategic and hands-on role**, ranging from having senior oversight of the charity's communications strategy, through to rolling your sleeves up to work with the team to meet a tight deadline.

As a charity with social mobility as its core objective, IntoUniversity is wholly committed to equality of opportunity. We work with children and young people from a diverse range of backgrounds, and we believe that our staff team should be similarly diverse and representative.

The more inclusive we are, the better our work will be, and we recognise that we have much more to do in this regard. We are committed to building a culture where students, staff and volunteers are valued for the unique people they are. We therefore encourage applications from candidates from as wide a range as possible of ethnic, cultural and social backgrounds. In particular, we actively and warmly welcome applications from Black, Asian and minority ethnic candidates, male candidates and candidates with a disability as they are currently under-represented within IntoUniversity.

If you believe that all young people deserve the chance to develop their talents regardless of their background and want to play a part in helping them succeed, then we would be delighted to hear from you.

Thank you very much for your interest and I look forward to receiving your application.

A handwritten signature in black ink that reads "Rachel Carr". The signature is fluid and cursive, with a long, sweeping underline.

Please contact jobs@intouniversity.org for more information

About Us

IntoUniversity provides local learning centres where young people are inspired to achieve.

At each local centre, **IntoUniversity** offers an innovative programme that supports young people from disadvantaged neighbourhoods to attain their chosen aspiration, including further and higher education, employment and work-based training.

Our mission is to provide local support that can break cycles of disadvantage and open up new opportunities for young people. We believe in the talent of every young person, and do not limit our support to those young people who have been labelled 'bright' or 'gifted'. We believe that, with support, every young person can progress to an excellent post-school destination and we are committed to helping them on this journey.

Our network has grown to 46 centres across England and Scotland – from Newcastle to Norwich and East Ham to Edinburgh – supporting over 60,000 young people each year. But each centre is just like our very first: a local hub for young people, based on their doorsteps.



The role at a glance



The role at a glance

Contract

Permanent

The role is available on either a part-time (30 hours per week, 0.8 FTE) or full-time basis, with responsibilities adjusted appropriately.

Start date

September 2026 (or as otherwise agreed with candidate)

Working hours

The role is available either 30 hours per week (0.8 FTE) or full-time, with responsibilities adjusted appropriately.

We are a delivery organisation providing frontline educational services for young people. Our Head Office team is based on the site of our North Kensington centre in West London. We are an organisation with team members at different stages of their career, including many in their first roles: we are committed to nurturing talent and providing a developmental culture for all. Role is mainly office-based, with the opportunity to work from home one day per week.

The in-person time will mainly be in the office with other members of the team, but will also include regularly attending meetings at other locations - for example, attending events or meeting stakeholders at IntoUniversity centres.

Salary

£55,000 to £60,000 per annum pro rata (incl. £2,800 London contribution)

Pro-rated salary for 30 hours p/w (0.8 FTE) is £44,000 to £48,000 per annum.

Location

IntoUniversity Head Office, 95 Sirdar Road, London W11 4EQ

Annual leave

Full-time staff entitlement, pro-rated for part-time staff:

33 days (inc bank & public holidays)

+ 3 closure days (two in December and one in July)
+ additional length of service entitlement
(one day per year of service, up to 5 days)

Senior Leadership Team

The postholder will be a member of the charity's Senior Leadership Team, which comprises six senior operational, HR, communications and fundraising staff along with the four members of our Senior Management Team.

Key Dates

Application deadline

9am Wednesday
29th July 2026

Interview Day (in-person)

Tuesday 4th
August 2026

If you are not available on the interview date above please do still apply!

There will be the opportunity to let us know this on your application and if you are invited to interview we will endeavour to make alternative arrangements.



Staff Benefits

You can read more about our benefits [here](#).



Employer pension contributions

We provide competitive pension contributions of 6% (and up to 8% after two years).



Early finish Fridays

Year round 'early finish' Fridays at 4.30pm to kick start the weekend.



Summer working hours

Summer working hours with 1pm finishes on Fridays for six weeks (pro-rated for staff joining after January in the same year)



Wellbeing support

Online wellbeing workshops, a confidential 24/7 helpline through our Employee Assistance Programme and corporate eyecare scheme



Life assurance

Life Assurance scheme with Aviva including SmartHealth service with access to 24/7 online GP appointments



Cycle to Work and Travelcard Loan Scheme

Loans to support the purchase of cycling equipment and annual travelcards



Family friendly policies & work life balance

Enhanced maternity, paternity, adoption, and shared parental leave



Employee experience

Staff networks, employee forums and bi-annual whole team events



Training & development opportunities

Including one personal CPD day a year and an annual Staff Conference.



New starter loans

Interest-free new starter loans of up to £1,000



Sabbatical Leave

Opportunity to apply for sabbatical leave after two years of service (conditions apply)

The main duties of the role



What will my main duties be?

To lead the charity's communications strategy to strengthen our profile, engage key audiences, amplify our impact, and drive strategic communications to support our organisational goals, through:

- Being a key member of the Senior Leadership Team, playing an active role in shaping the organisation's current and future success and actively contributing to decision making and implementation of the strategic plan
- Leading the development and implementation of a communications strategy aligned to **IntoUniversity's** wider organisational strategy, mission and values
- Shaping and developing **IntoUniversity's** profile, brand and reputation
- Managing the development and delivery of high-quality communications across all channels, ensuring consistent, compelling content and storytelling
- Leading on key narratives, including developing effective ways to reach a wide range of target audiences, driving speaking and thought leadership opportunities, and developing compelling campaigns and content that position the charity as a leading, trusted voice on our strategic priorities
- Working with the Leadership Team on sensitive communications matters, including managing crisis communications and reputational risk
- Ensuring the charity's communications channels and assets—including the website, social media, publications and marketing materials—remain high-quality, effective, up to date and aligned with organisational priorities
- Developing and delivering our internal communications strategy to foster a sense of belonging and engagement of staff and volunteers, and to support organisational effectiveness

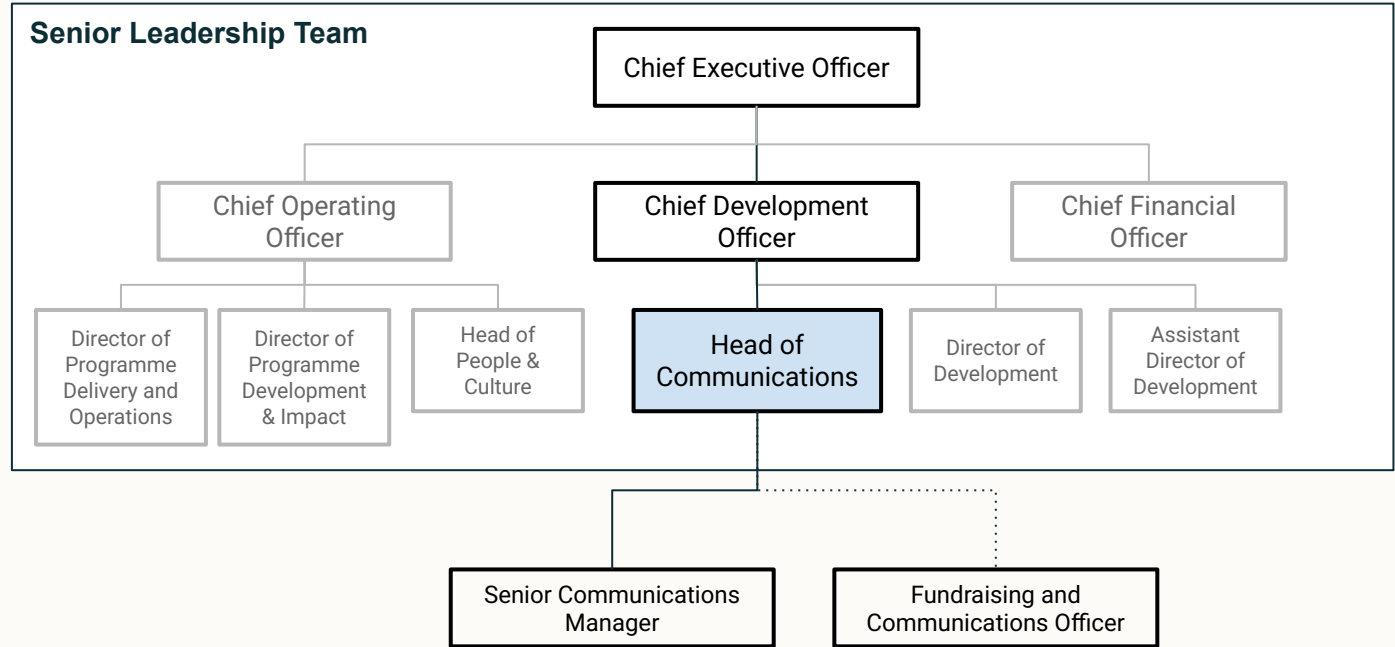
- Lead on media relations, securing proactive national, regional and sector coverage and managing reactive activity, preparing spokespeople and overseeing responses
- Developing high-quality content and preparing briefings and speaker notes for trustee board members, senior teams and other relevant staff to ensure clarity and coherence of charity messaging
- Providing strategic and practical communications support for key partnerships, organisational campaigns, events. and publications, working collaboratively with colleagues to maximise reach and engagement
- Overseeing style, content and branding for partnership communications and collateral, including annual reports, case studies, impact materials and co-designed content
- Representing the charity externally as ambassador and spokesperson, ranging from taking part in media interviews at the launch of a new centre through to being the lead host on a visit from a senior politician
- Providing expert advice on communications issues and opportunities to senior leaders within the charity
- Line managing members of the communications team (see following page), supporting them to develop and thrive

To support the successful operations of the charity by:

- Maintaining the ethos and values of the charity and positively promoting the work and activities of the charity at all times
- Undertaking any task that may be requested from time to time that may be consistent with the nature and scope of this post
- Championing diversity and inclusion in your role at all times, referring to the Diversity and Inclusion Staff Responsibilities Guide.

Team structure

The structure of our Senior Leadership Team and Communications Team is shown below.



**Who are we
looking for?**



Who are we looking for?

We are looking for people who can demonstrate our values: **Talent, Quality, Compassion, Aspiration** and **Teamwork**.

You can read more about our values [here](#).



Aspiration

Are you someone who has a positive outlook? We need a leader who is proactive and solution-focused, with creative approaches to challenges. You will have a growth mind-set, embracing challenges and reflecting on how to develop and improve.



Compassion

Are you someone who is kind and supportive of others? You will have an authentic belief in and understanding of the importance of our mission to the communities and young people we serve and its impact on wider society. We need team members who display a compassionate and thoughtful approach in all aspects of their role.



Talent

Are you someone who has excellent collaboration and communication skills?

We need a confident networker with first rate written and spoken communications skills. You will enjoy forming a wide range of professional relationships within and beyond the charity.



Quality

Are you someone who is hard-working and has the commitment to see things through? We need a Head of Communications with the ability to multi-task, prioritise, work autonomously and take initiative. You will have excellent research and analytical skills, being able to process and summarise data and detailed reports.



Teamwork

Are you someone who enjoys working as part of a team to achieve shared goals? We work to transform the landscape of Higher Education in the UK and, whatever their role, we want people with the vision and drive to help us make that a reality.

Eligibility for the role

We are looking for a candidate who has an **exceptional track record** in senior communications roles, and who has genuine passion and enthusiasm for our mission to support young people to achieve their potential.

You will:

- Have **substantial and demonstrable experience** in relevant senior communications roles
- Have a proven track record of **developing and delivering communications strategies**
- Be an **experienced, strategic and motivational leader** with clear vision and direction and successful experience of management of a communications team, ideally in a charity setting
- Have proven, successful experience overseeing **internal and external communications** across a wide range of channels
- Experience in managing **proactive and reactive** media relations and able to demonstrate understanding of their impact on strategy and reputation management
- Ideally have a **thorough understanding and knowledge of the UK's education sectors** and emerging issues, opportunities and risks
- Be able to demonstrate excellent writing and editing skills and be able to produce **nuanced, persuasive and high-quality communications** in a wide range of different tones and voices
- Have a track record in providing **strategic, expert advice** to senior leaders, including on sensitive and confidential matters
- Have extensive experience of working with **senior leadership** in an organisation



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Safer recruitment

Please note that in line with our Safer Recruitment practices, successful candidates will be subject to an enhanced DBS check if selected for this role in England, and to a PVG scheme membership check if selected for this role in Scotland.

The charity's policy on the recruitment of applicants with criminal records can be found [here](#), and you can find full details of DBS' code of practice [here](#) and full details of Disclosure Scotland's code of practice [here](#). You can also find our Safeguarding Policy [here](#).



Application and selection process



Application and selection process

To apply, please complete the application process [here](#) by **9am Wednesday 29th July 2026** where you will be asked to upload:

1. A covering letter that sets out why you think this opportunity is the right move for you and, with reference to the criteria set out in this job description, how your, talents, skills, experience and ethos make you the ideal candidate for this role.
2. Upload your current CV, which should include full education and employment history (including dates, with no gaps left unexplained).

We will invite shortlisted candidates to attend interviews with members of our management team. Candidates may be asked to complete some additional activities as part of the selection process.

Use of AI

At **Into**University, we might use technology to help us to manage the recruitment process, but we don't make decisions based on artificial intelligence (AI). We have a human approach to hiring and all applications are reviewed and assessed by our team.

Similarly, what we are most interested in hearing about is your individual motivation, experience, skills and values. AI doesn't know about you or what motivates you - we want to hear from you!

AI may be a helpful tool, but typically leads to generic answers repeated by multiple candidates, not stand out applications. Please make sure that your responses reflect your own thoughts and experiences.

Accessibility and adjustments

We are committed to providing reasonable adjustments throughout our recruitment process and we'll always endeavour to be as accommodating as possible.

If you require a different format of the application form, such as large print or Word format, or if you would like to discuss any specific requirements, please get in touch with us at jobs@intouniversity.org or call 0207 243 0242 and ask to speak to a member of the HR Team.

For further information on accessibility and adjustments during our recruitment process, and our commitments as a Disability Confident Committed Employer, please visit the Accessibility FAQs page on our website at <https://intouniversity.org/content/accessibility>



Please contact jobs@intouniversity.org for more information

Get in touch

If you would like to find out more
please visit our website www.intouniversity.org,
call us on **020 7243 0242**
or email jobs@intouniversity.org

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