



Phab Ltd

Head of Marketing and Communications

Full Time – 37.5 hours/weeks

Salary – £40k to £43k

Hybrid: Home-based and/or co-working spaces in Wimbledon and/or Lancashire

Reports to: Co Chief Executives | Line manages: Social Media Executive

About Phab

Phab Ltd is a national disability inclusion charity working across England and Wales to break down barriers to inclusion in Society. Our work is driven by the social model of disability and the belief that everyone deserves to be included, connected, and celebrated.

With an inspiring 70-year history, Phab has built a network of local Phab Clubs, residential projects (Phab Adventures), inclusive events, and a growing consultancy and training arm (Phab ACTS). We are disability-led and actively welcome and support disabled applicants.

Why We're Creating This Role

This is a unique opportunity for an experienced marketer to play a leading role in a charity celebrating 70 years of impact, transforming the lives of thousands of disabled people and their families.

We know that Phab has untapped potential to grow our reach and amplify our impact – but we currently lack in-house marketing and communications expertise. This new leadership role will be pivotal in developing and delivering a compelling, inclusive, and authentic voice for Phab across all channels.

As we approach our 70th anniversary in July 2027, we want to use this milestone to ‘share the powerful stories of the people involved in Phab, past and present’ to celebrate and amplify Phab’s reach and inspire the next generation of disabled and non-disabled young people to drive inclusion, alongside supporters, volunteers, partners, and participants.

The Role

The **Head of Marketing and Communications** will shape and lead a new marketing and comms strategy in line with our Phab Strategy 2025 to 2030 – raising awareness of our work, growing our supporter base, championing inclusive practice, and ensuring that our messaging reflects and amplifies disabled voices.

You will work closely with teams across the charity, especially fundraising, Adventures, and ACTS, to develop content and that help us connect with new audiences, demonstrate impact, and position Phab as a leader in disability inclusion.

Key Responsibilities

Strategy and Leadership

- Develop and implement a marketing and communications strategy aligned with Phab’s mission and strategic objectives
- Line manage and support the Social Media & Club Support Executive, and oversee the work of external freelancers/agencies where required

- Lead brand development and ensure consistency and accessibility across all channels and materials
- Support the planning and delivery of Phab's 70th Anniversary celebrations, with strong storytelling and visibility

Campaigns and Content

- Plan and deliver engaging multi-channel campaigns to promote Phab's services, projects, and fundraising efforts
- Produce high-quality content including blogs, newsletters, case studies, videos, and press releases
- Grow our reach across digital and traditional media, proactively seeking new PR opportunities
- Support volunteers, Phab Club members and Phab Adventurers to tell their stories and represent Phab's voice authentically and confidently

Digital and Data

- Manage and develop Phab's website and ensure content is current, accessible, and engaging
- Use data, analytics, and audience insight to guide strategy and optimise campaigns
- Monitor and report on KPIs, reach, and engagement to the senior leadership team and board

Collaboration and Influence

- Work cross-functionally to align messaging and create joint campaigns with fundraising, Adventures and ACTS teams

- Lead in media relations, building partnerships with relevant organisations, and influencers
- Stay up to date with trends in marketing, communications, and the disability sector

Essential

- Degree (or equivalent professional qualification) in Marketing, Communications, or a related discipline.
- Substantial proven success in a senior leadership role within marketing and communications, ideally at organisational or national level.
- Demonstrated experience of managing and motivating teams (staff and freelancers) and fostering collaborative working across departments.
- Strong strategic acumen combined with a track record of delivering high-impact, multi-channel campaigns from conception to evaluation.
- Proven expertise in fundraising communications, including shaping compelling supporter journeys that drive engagement and income growth.
- Established networks and sector contacts that can be leveraged to amplify Phab's reach and reputation.
- Outstanding storytelling, copywriting, and content creation skills, with a portfolio of work demonstrating impact.
- Evident commitment to disability inclusion, with practical understanding of the social model of disability.
- Ability to champion inclusive communications and accessible design principles, embedding them across all channels.
- High level of confidence in using digital tools, social media platforms, and analytics to optimise campaigns and engagement.

Desirable

- Experience working within, or in close partnership with, the charity and/or disability sector.
- Understanding of brand development and creative direction, including visual identity management.
- Experience of planning and delivering communications strategies for major organisational milestones or anniversary campaigns.

What We Offer

- A collaborative, values-driven workplace where inclusion is at the heart of everything we do
- Flexible, hybrid working with co-working spaces in Wimbledon and Lancashire
- 25 days annual leave plus Bank Holidays
- A chance to shape a brand-new role and make a lasting difference

To Apply

Please send your CV and a cover letter to dawn.vickers@phab.org.uk.

The closing date is Friday 10th October at 5pm.

Phab is proudly **disability-led** and committed to building a team that reflects the diversity of the communities we work with. We actively **welcome applications from people of all backgrounds**, particularly those **from groups that are under-represented in the charity and communications sectors.**

This includes, but is not limited to:

- **Disabled people**
- **People from Black, Asian and minoritised ethnic backgrounds**
- **LGBTQIA+ people**
- **People with lived experience of exclusion or marginalisation**
- **People from diverse socio-economic backgrounds**

We believe that diverse voices, experiences, and perspectives make our work stronger and more impactful.

If you have **access needs** or require any **reasonable adjustments** during the recruitment process or in the role itself, we will do everything we can to support you.