

Recruitment Pack

Head of Communications & Advocacy



Welcome!

Thank you for your interest in joining Allergy UK. As the leading national charity supporting those affected by allergies, we are dedicated to improving the lives of millions across the UK who live with allergic conditions.

At Allergy UK, we are passionate about raising awareness, providing trusted advice, and advocating for better healthcare and support. Every year, we support thousands of individuals and families, offering expert guidance, resources, and a strong voice in influencing change.

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This is an incredibly exciting time to be part of our team. We are in the process of developing our 2025 -2030 strategy, shaping the future of Allergy UK to drive even greater impact. This period of growth and transformation will see us enhancing our services, forging new partnerships and strengthening our advocacy to ensure those affected by allergies receive the recognition and support they deserve.

As CEO, I am proud to lead a dedicated team committed to making a real difference. If you share our passion and want to contribute to a dynamic and forward-thinking organisation, we would love to hear from you.

We look forward to welcoming new talent to our team as we embark on this exciting journey together.

Warm regards,

Simone Miles, Chief Executive, Allergy UK



About us



How we work

Our vision

No one
should die
from allergy

Our mission

For the UK to
take allergy
seriously

Our work

Powered by
purpose

Our advocacy work is at the heart of what we do. We engage with government bodies, healthcare professionals and industry leaders to drive policy change that improves the lives of those with allergies.

Every year, thousands of individuals and families turn to Allergy UK for trusted advice and support. Our Helpline provides guidance on managing allergies, while our website offers expert resources, from practical tips to in-depth reports.

We also lead on national awareness campaigns to highlight the realities of living with allergies, challenging misconceptions and promoting better understanding across society.

Through our advocacy, support and campaigning, we are committed to creating a world where people with allergies can live safely and confidently.

Our commitment

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We are committed to making the UK a better place for people living with allergies. This means working to reduce health inequalities, ensuring that allergy is recognised as a serious condition, and pushing for systemic changes that will improve quality of life for those affected. We strive to be a strong and compassionate voice for the allergy community, standing up for their rights and ensuring they receive the care, respect, and understanding they deserve.

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Looking ahead

Looking ahead, we will continue to strengthen our role as the leading voice for the allergy community—campaigning for improved healthcare services, greater public awareness, and stronger policies to ensure that people with allergies are better supported and protected. We will work tirelessly to address health inequalities, ensuring that allergy care is accessible to everyone, regardless of background or circumstance.

As we move forward, our mission remains clear: to create a world where people with allergies can live safe, fulfilled lives, free from fear and uncertainty. With the passion and dedication of our team, partners, and supporters, we are confident that the next chapter of Allergy UK will bring about real and lasting change.

Now is the time to be part of something truly impactful. Join us on this journey, and together, let's shape the future of allergy care.

Equality, Diversity & Inclusion

At Allergy UK, we are dedicated to promoting an inclusive and diverse environment, both within our organisation and in the work that we do for the allergy community. We recognise that allergic conditions can impact people from all backgrounds, and we are committed to addressing health inequalities to ensure that everyone has equal access to support, advice, and medical care.

As an organisation, we strive to embed EDI in every aspect of our work, from our internal culture to the services we provide. We value diverse perspectives and experiences, and we actively seek to amplify the voices of underrepresented communities affected by allergies. Our commitment to inclusivity ensures that we are always learning, evolving, and making Allergy UK a place where everyone feels valued and heard.

By staying true to our values and prioritising EDI, we continue to build a stronger, more impactful charity, one that truly represents and supports the diverse needs of the allergy community.

Our values

At Allergy UK, we are driven by our mission to support those living with allergic conditions, ensuring they receive the recognition, care, and respect they deserve. Everything we do is underpinned by our core values, guiding the way we work, collaborate, and make a difference.

Empathy

We listen, understand and advocate for the needs of people living with allergies, putting their voices at the heart of everything we do

Integrity

We are a trusted and credible source of information, ensuring that everything we deliver is backed by expertise and scientific evidence

Collaboration

We work closely with individuals, families, healthcare professionals, policymakers and industry partners to drive meaningful change

Innovation

We embrace new ideas and approaches to improve allergy awareness, education and support

Impact

We are committed to making a tangible difference in the lives of those affected by allergic conditions

Your role



Head of Communications & Advocacy

Job Level:	Head of Service
Reports to:	Simone Miles, Chief Executive Officer
Contract type:	Full time
Hours of work:	35 hours per week, Monday to Friday
Location:	Flexible, hybrid - happy to discuss at interview
Salary:	£41,000 - £46,000 per annum dependant on experience

Overall purpose

This is an exciting opportunity to play a pivotal role in shaping the charity's voice and influence as our Head of Communications and Advocacy. You will lead the Communications team to deliver its creative communications across all our channels: website, social media, press and PR, marketing and digital advertising and policy. You will lead our communications strategy, ensuring that Allergy UK continues to be a powerful and credible voice for the allergy community. From driving impactful public campaigns to influencing policy and stakeholder engagement, you will be instrumental in increasing awareness, strengthening our advocacy efforts, and ensuring that allergy is recognised as a serious public health issue.

You will enjoy building relationships with stakeholders and act as an ambassador for the charity. You will have excellent strategic judgement, be confident to provide expert advice and guidance to senior colleagues on high profile and sensitive issues.

We are keen to continue to improve what we do and have the maximum impact possible, so we are looking for an experienced communications professional with a passion for improving the lives of people living with or affected by allergy and a proven track record in delivering strategic communications. Reporting to the Chief Executive and a dotted line to the Operations Director, you will lead a team all directly reporting to you (Press & Content Officer, Senior Systems Administrator, Communications Officer, Social Media and Digital Officer and a Policy and Influencing Officer).

What you'll be doing - Strategic

- Provide leadership and expert advice and guidance across the charity and externally on high-profile and sensitive issues.
- Provide strategic reports and updates on communications, advocacy, and policy developments to the Board of Trustees, offering insights, progress on key initiatives, and recommendations to support informed decision-making.
- Develop and implement an integrated advocacy and communications strategy that supports Allergy UK's strategic aims.
- Work with the Senior Leadership team to develop key messages for the organisation that align with our vision, mission and values.
- Work closely with the Head of Income Generation to formulate a strategic plan for optimising fundraising and corporate sponsorship messaging.
- Keep informed of developments, trends and best practice in advocacy, and communication tools, techniques and tactics to continuously improve our activities.
- Develop and implement campaigns for Allergy UK in which align with the strategic objectives.

What you'll be doing - Communications

- Lead and support the Communications team, fostering an environment of excellence, creativity and innovation.
- Deliver impactful communications to target audiences across our channels including press and PR, social media, website, email marketing, digital advertising and publications (internal – E-news/patient and healthcare publications).
- Lead our media relations to achieve high-impact coverage using compelling narratives that combine insights drawn from our service delivery and the experiences of people we have supported.
- Devise key performance indicators to develop, monitor and evaluate the effectiveness of our communication activities to ensure maximum impact.
- Ideate, conceive, strategize and develop key Allergy UK owned campaigns to drive awareness and engagement through our Allergy Awareness Week and other major Allergy UK initiatives.
- Lead on the new 18-month campaign, working closely with external partners and agencies.
- Monitor policy developments and parliamentary activity through news, social media and create opportunities to communicate Allergy UK's calls to action to parliamentarians and Government agencies.
- Produce and implement a communications and marketing planner to ensure activities undertaken by Allergy UK are aligned to optimise audience cut through using our owned, earned and bought channels.
- Support all departments, Helpline, Endorsements, Fundraising and Executive to manage enquiries and responses in line with Allergy UK's objectives and messaging.
- Act as our brand guardian, to include developing and reviewing marketing materials to ensure brand consistency.
- Identify any market research required and lead on implementation and reviewing of trends.
- Develop an internal communications plan to improve internal communications in an engaging and fresh way.

What you'll be doing - Advocacy

- Build and maintain relationships with key stakeholders to further partnership working.
- Develop opportunities for key audiences to engage with the charity as potential supported and advocates, including forging links with influencers and decision- makers.
- Lead Allergy UK's, policy and advocacy work ensuring that allergy is recognised as a serious public health issue by policymakers, healthcare leaders and industry stakeholders.
- Develop and implement policy strategies that influence Government legislation, public health initiatives and regulatory frameworks to improve the lives of people with allergic conditions.
- Collaborate with internal teams to ensure that policy, advocacy and communications efforts align with Allergy UK's strategic goals and public awareness campaigns.
- Ensure equality, diversity and inclusion and beneficiary voice are all considered in all aspects of communication.
- Ensure we are reflecting the diverse allerguc community and their experiences authentically.

What you'll be doing - Charity responsibilities

- Provide leadership, direction and motivation to your team enabling each to grow in their roles and supporting their development, as well as providing leadership across the organisation, including deputising for the Operation Director as required.
- Participate in training, performance management and internal meeting structures to undertake responsibilities of the post effectively.
- Ensure compliance with the charity policies procedures and all relevant legislation.
- Ensure communications are GDPR compliant and maintain a confidential approach to personal and organisational information.
- Act as a spokesperson for Allergy UK if required.
- Remain passionate about the delivery of our vision and mission.
- Contribute to the annual budget and work within the framework of the budget.
- Adhere to Health and Safety at Work Act 1974 and fire regulations.
- Demonstrate behaviours in line with the Charity Values and Leadership Framework and maintain the reputation and standing of the charity.
- Due to the nature of the role, the postholder will need to be flexible and able to adjust their working schedules and practices to meet the demands of the role.

What we'd love to see



- Evidence of being creative, ambitious, highly motivated and target driven.
- Evidence of leading multi-channel marketing strategies which have achieved significant growth.
- Evidence of using data insight to inform activities and decisions.
- Experience of working with those with lived experience to tell their story.
- Ability to be agile, evaluate activities, implement innovative solutions, and change quickly and decisively when needed.
- Experience of developing and implementing digital strategy to support organisational objectives.
- Experience of working with key stakeholders including Trustees and CEO.
- Excellent communication skills, both verbal and written. Experience of gathering information from across and organisation and writing engaging and inspirational content and copy.
- Experience of team leadership bringing together team members across the communication function and developing talent.
- Evidence of role-modelling a can-do attitude, positive thinking and collaborative working.
- Ability to lead multi stakeholder projects, manage cross-functional priorities and high-quality delivery.
- Ability to manage a busy workload with multiple competing deadlines, while remaining calm and focused.
- A proven track record of building positive relationships with suppliers, agencies and external stakeholders, and bringing about mutually satisfying solutions.
- Proven ability to oversee a press office and secure high-impact media coverage, including briefing media spokespeople.

You might also have...

- Knowledge of the UK health sector and how charities work within it.
- Knowledge of policy development and delivering public affairs strategy.
- Knowledge and awareness of living with allergy
- A positive leader who can guide, inspire and motivate team members .
- Decisive and determined.
- Ability to think on your feet and adapt quickly when needed.
- Ability to manage a large and varied workload, prioritising to meet competing deadlines.
- Empathetic and sensitive.
- A passionate commitment to delivering the charity's vision, mission and values.
- A commitment to Allergy UK's leadership framework.
- Commitment to equality, diversity and inclusion.



What we
offer



Looking after our team

We're really proud of our team and we want to look after everyone as we all work together towards the same goal. Here are some of the benefits we offer at Allergy UK.



Annual pay review in line with current market rates and cost of living



Full time holiday entitlement of 28 days plus bank holidays, pro rata if part time



Employee Assistance programme with 365 day access to counselling and wellbeing support, as well as GP service, financial wellbeing and more



Training & development opportunities including budget for role specific training



Plus all the standard benefits including pension, benefit hub, eye tests, free parking and flexible working

Next steps and recruitment process



How to apply

At Allergy UK, we are committed to creating an inclusive and diverse workplace where everyone is valued, respected, and empowered to thrive. We believe that diversity strengthens our organisation, and we actively seek to build a team that reflects the diverse communities we serve.

We welcome applications from people of all backgrounds and communities. If you're excited about this role but don't meet every single requirement, we still encourage you to apply, you might be just who we're looking for.

Ready to join us?

Please send your CV and supporting statement to us via [Charity Job](#).

Your supporting statement should include examples of how your skills and experience meet the person specification, role requirements and what you feel you could bring to the role.

If you require any adjustments to apply, for example applying in a different format, or support with your application, please contact jon.rodriguez@allergyuk.org.



Our recruitment process



- Application closing date: Midnight on Sunday, 21st September 2025
- Initial online interviews to be held on Wednesday, 1st October 2025
- In person interviews to be held on Friday, 10th October 2025

In order to ensure an inclusive recruitment process, interview questions will be sent to applicants ahead of interviews and we welcome requests for reasonable adjustments to any part of our recruitment process.

