

Welcome to Pilotlight

Content & Communications Officer
Application Pack

February 2026

pilotlight



We exist to facilitate and promote the sharing of professional skills to promote learning and enable charities to help more people.



Thank you for your interest in working for Pilotlight

We are a dynamic charity on a mission to facilitate and promote the sharing of professional skills to help charities help people most effectively.

We believe in a world that is fairer and more sustainable because charities, wider social enterprises and inclusive businesses have the skills that they need to tackle disadvantage.

Since 1996, we've helped over 1,000 charities ignite change that lasts, and we have ambitious plans for the future.



We'd love you to join our team.

Lisa Pearce, CEO

Our story

"I wanted to bring new people to the table."
is how Jane Tewson CBE, a celebrated social entrepreneur, describes her decision to set up Pilotlight in 1996.

It was, in many ways, a similar spirit to her earlier achievement of co-founding Comic Relief from a refugee camp in Sudan to bring new money into the charity sector.

And a decade later, she co-founded Pilotlight to bring new skills into the sector.

The purpose of the organisation was sealed in the name. As Jane says, *"Pilotlight means igniting other flames; being a catalyst, bringing things together and letting them go."*

Nearly 30 years later we're still amplifying the impact that charities, businesses and individuals can bring to the world.

Our mission:

'To facilitate and promote the sharing of professional skills to help charities help people most effectively'

Our core values:

- We bring people together
- We believe in potential
- We expect the best

Pilotlight is an innovative, commercially focused social enterprise and as a Registered Charity, it operates within a robust governance and regulatory framework.

Pilotlight has a core team of talented staff drawn from a wide range of industries and sectors, all of whom are focused on maximising return from the partnerships we facilitate between business and charities.

We have a diverse pool of experienced delivery associates who provide on demand support and our highly qualified Board of Trustees ensures strong oversight and challenge.

Amplifying impact

We exist to amplify the impact that charities, business and individuals can bring to the world.

We do it by bringing charities together with business and business experts who can tackle the pressing issues charities are facing. We manage the relationship between them to maximise the impact they bring. We help individuals apply their expertise to those who need it, and to grow their own skills as part of a team of advisors.

We increase the impact of individuals by bringing them new experiences and learning. We increase the impact of business by exposing their talent to new situations and challenges. We increase the impact of charities by giving them the expertise and resources they need.



As a result, we amplify the good work that's done in the world.

Business as a force for good

We fundamentally believe that business can be a force for good in the world. Through our strategic partnerships with business, we amplify their potential to create a more inclusive and equitable world.

Our skilled-volunteering and experiential learning programmes develop employees whilst they give back to society. In the process, we achieve impressive results both for business and the charity sector.

By supporting 'for-impact' organisations in this way, employees hone existing skills, practice new ones and develop fresh perspectives, which they will bring back to their roles.

These experiences not only enrich day-to-day work but extend far beyond, creating a win:win:win: for employees, for business and society at large.



Morgan Stanley



BLACKROCK



What difference are we making?

Our activity and reach in 2024

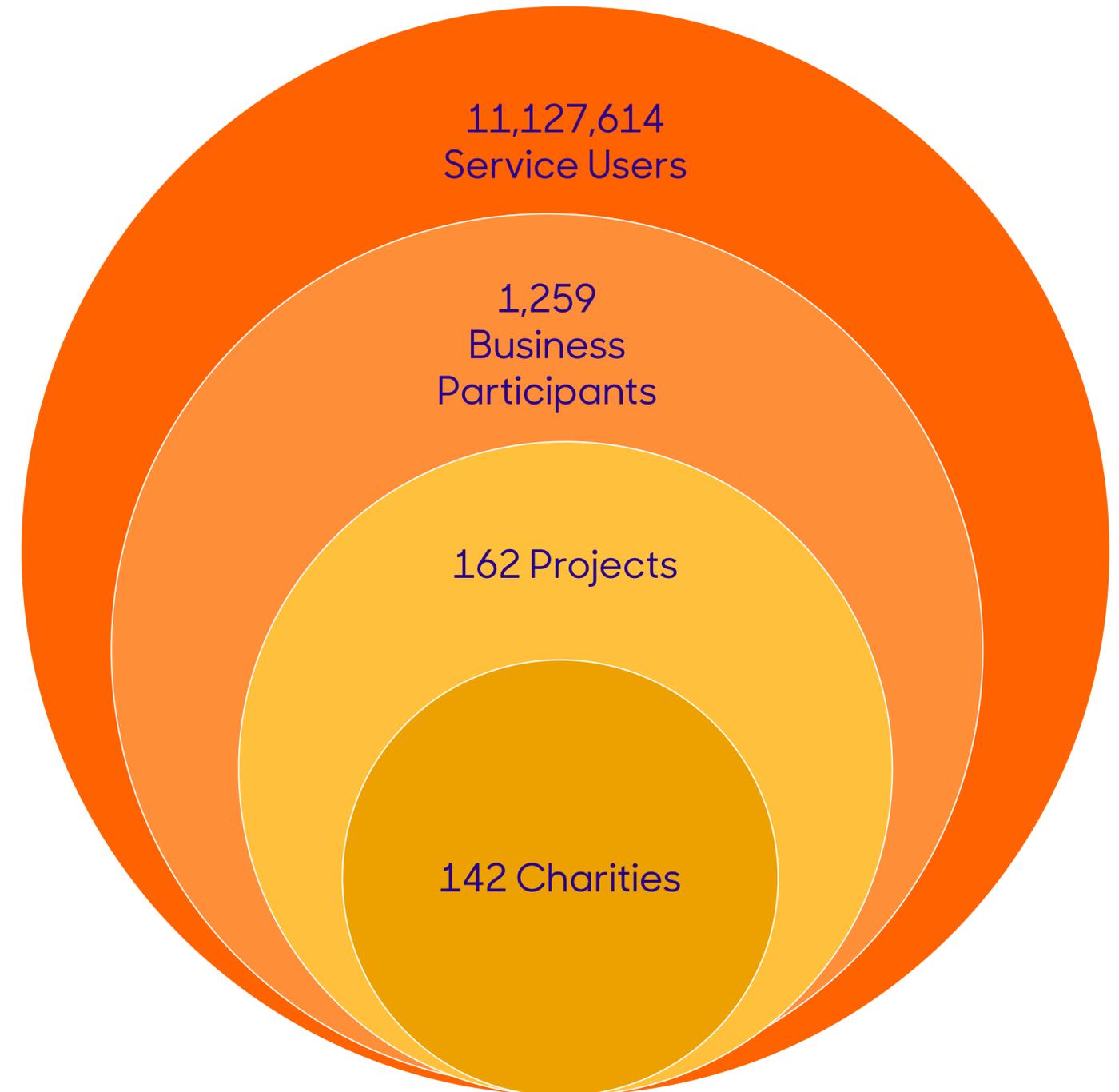
In 2024, Pilotlight worked with **1,259** business participants on **162 projects**, delivering support to **142 unique** charities.

In turn, these charities support over **11 million people**.

This has been a record-breaking year for Pilotlight in terms of the number of business participants – our ‘Pilotlighters’ – we were able to engage.

Four out of five business participants (78%) reported that as a result they were more confident in applying their expertise in new ways.

Since it was founded, Pilotlight has delivered **1,588 projects** to **1,323 charities**.



How we do it



Our programmes

Our programmes are not one-size-fits-all solutions.

We have a range of programmes depending on the type of organisation we're working with and the situation they find themselves in.

Each programme sees a dedicated team of business experts - we call them Pilotlighters - come together to give them focused, individualised support.

Our highly experienced Delivery Team are there every step of the way, so charities are totally supported while business and individuals know they are giving back more effectively.

We share some results from the programmes on the next few pages as an example of the kinds of results the programmes achieve.



Developing confidence and trust at board level

Croydon Mencap was established in 1952 to support local people with learning disabilities and their carers.

Alan Avis, CEO reached out to Pilotlight for help to define a development strategy and to develop the charity's Board.

Through Pilotlight 360, we gave Alan the tools he needed to be able to free up a deadlock at board level that was holding the charity back. Viewing a short-term deficit in the charity's reserves as an investment was key to changing attitudes to risk.

Two years since the programme, the staff team has grown, turnover has increased by 27.5% and the charity has merged with a smaller charity in danger of closing.

Read more case studies [here](#).



"I see now that we reached out to Pilotlight we really reached out for permission to trust ourselves."

Alan Avis, CEO, Croydon Mencap

Finding a secure future for homeless people in Edinburgh

Rowan Alba supports some of the most vulnerable people affected by homelessness in Edinburgh. As a provider of supported accommodation, the charity's most significant challenge is securing good quality accommodation in Edinburgh. CEO Helen Carlin came to Pilotlight Direction to explore a suitable investment model to buy accommodation and attract new investors.

The Pilotlighters reviewed the viability of Helen's investment model, researched and scoped out risks, and helped to identify the charity's unique selling point.

Since the programme Helen has built on the Pilotlighters' recommendations.. She's established a community benefit society, which will purchase a property to provide long-term accommodation for former homeless people.

Read more case studies [here](#).



"The process was very useful for me. I was led to question my assumptions around different possibilities for our future."

Helen Carlin, CEO & Founder, Rowan Alba

Growing services for Volunteer it Yourself

Volunteer It Yourself is a not-for-profit Community Interest Company working with young people aged 14-24 who are not in education, employment or training.

The charity came to Pilotlight Insight looking for support on the most effective way to expand its operations nationwide.

The Pilotlighter team produced an extensive 'process map' to help the charity. After careful analysis and evaluation, the team concluded that a hybrid approach would be the most effective.

This approach allows flexibility and supports growth across a broad set of funding partners nationally.

Read more case studies [here](#).



"The input we have received from the Pilotlighters has been invaluable. It's helped guide our thinking at such a critical time for us."

Tim Reading, CEO, Volunteer It Yourself

What is it like to work at Pilotlight?



Our culture

We have a wonderful workplace culture, proven by the results of our Staff Survey, which is anonymous and independently run.

- **100%** of staff say they value the flexibility they have to carry out their role
- **95%** of staff say they are motivated by what Pilotlight wants to achieve
- **95%** of staff say there is someone they can go to if they have a problem
- **91%** of staff say they are treated with fairness and respect
- **86%** that we do a good job in promoting equality and diversity.

Our values

Our values and behaviours guide the way we work both as a team, and with our Partner Charities and Businesses.

Our values are:

- We bring people together
- We believe in potential
- We aim high.

Our behaviours are:

- Welcoming – we are friendly, inclusive and supportive
- Collaborative – we are able to achieve more by being diverse and working together
- Nurturing – we build strengths in ourselves and others and support others to do more
- Open – we are flexible and entrepreneurial, embracing change
- Inspiring – we encourage people to raise their sights and ambitions
- Tenacious – we persevere, pursuing our goals with method, rigour and determination.

Flourishing at Pilotlight

We are a professional, talented, and friendly team, always striving to learn and grow. Each member of staff has the opportunity to be involved in all aspects of our work. We take pride in our work and our organisation, and we have big ambitions.

We offer a great learning environment, with training and development opportunities, as well as a flexible approach to work, supporting our staff team to be able to carry out their roles in the way that works best for them and us. We offer a generous holiday allowance, and other benefits such as enhanced pension provision, maternity/paternity/adoption/shared parental leave and pay and other perks through Perkbox.



Our commitment to Diversity, Equity & Inclusion

As a charity founded to make a better world, we share the common goal of tackling social disadvantage in all its guises. As a community of purpose, we strive to create ripples of positive impact every day. Over the last two years staff and trustees have been developing our commitment to Diversity, Equity and Inclusion.

We are a committed member of Inclusive Employers.

We are particularly interested in candidates from underrepresented backgrounds.



Job Description



Content & Communications Officer

- Reporting to:** Head of Engagement, Communication & Digital
- Location:** Hybrid. Our main office is in Central London and we operate a Flexible Working Policy
- Starting Grade/Salary:** Level 1, £27,008 – £34,797 + excellent benefits
- Contract Type:** Full time, permanent

Purpose of the role

The Content & Communications Officer plays a central role in strengthening Pilotlight's voice, visibility and engagement across all audiences.

The postholder will produce high-quality content, deliver multi-channel communications, and support brand, marketing and storytelling activity across the organisation.

This role is hands-on and creative. It exists to ensure Pilotlight has a consistent, engaging and inclusive presence across digital platforms helping us grow awareness, support income generation, celebrate impact, and deliver excellent experiences for charities, Pilotlighters and partners.

The postholder will contribute to sprint updates, internal communications and transparent sharing of progress across the organisation

Key areas of responsibility

A. Content Development & Storytelling

- Produce compelling content for web, email, social media, campaigns and publications.
- Support the delivery of the 30th Anniversary “You Were the Spark” campaign through stories, profiles, case studies and digital assets.
- Write clear, engaging, accessible copy tailored to different audiences.
- Turn complex information (impact data, programme insights, strategic messaging) into digestible, human-driven stories.
- Maintain a consistent tone of voice and brand identity.

Key areas of responsibility (continued)

B. Digital Communications & Channel Management

- Manage day-to-day posting, scheduling and reporting across social channels.
- Maintain website content, ensuring pages are accurate, user-friendly and up to date.
- Support email marketing campaigns, newsletters and automated engagement journeys.
- Work with colleagues to ensure digital-first, inclusive content across all platforms.

Key areas of responsibility (continued)

C. Campaign Delivery & Engagement

- Support organisation-wide campaigns, including sector-led growth campaigns, volunteer recruitment campaigns and the 30th Anniversary programme.
- Create content to help drive audience acquisition, engagement and retention.
- Work closely with the Partnerships and Delivery teams to highlight success stories, partner activity and programme achievements.

Key areas of responsibility (continued)

D. Brand & Creative Support

- Produce brand-aligned graphics, templates and assets (with support from external designers where needed).
- Ensure consistent use of Pilotlight's visual identity across internal and external materials.
- Contribute to the evolution of Pilotlight's brand as we modernise and reposition.

Key areas of responsibility (continued)

E. Internal Communications

- Support internal updates, sprint communications and organisational messaging.
- Develop clear, engaging staff communications that build understanding and transparency across the organisation.

Key areas of responsibility (continued)

F. Data, Insight & Continuous Improvement

- Track and report on engagement metrics across web, email and social media.
- Use insight to guide content planning, optimisation and prioritisation.
- Be an active contributor to test-and-learn cycles in agile/sprint environments.

Key areas of responsibility (continued)

G. Team & Cross-Functional Collaboration

- Work closely with the Head of Engagement, Communications & Digital and broader Pilotlight team.
- Collaborate across the organisation to gather stories, content and insight.
- Participate in sprint teams where required, supporting rapid, focused delivery cycles.

Key Deliverables (first 12 months)

- Regular content pipeline delivering blogs, case studies and campaign assets.
- Increased social engagement, reach and consistency.
- Strengthened email communications and audience journeys.
- Improved website content quality and user experience.
- Strong content contribution to the 30th Anniversary campaign.
- Clear, timely internal communications during organisational change.
- Monthly analytics reporting to support decision-making.

Experience and Competencies

Experience

Essential

- Experience creating digital content for multiple platforms (web, social, email).
- Experience producing clear, engaging written content.
- Experience managing social media channels in a professional context.
- Experience using CMS systems and email marketing tools.
- Experience in a charity, social impact or membership organisation.

Desirable

- Experience producing basic design assets (e.g. Canva).
- Experience working with video, photography or multimedia content.
- Experience supporting large campaigns or public engagement programmes.

Experience and Competencies

Skills & Attributes

- Excellent writing and editing skills with strong attention to detail.
- Creative approach to content development and storytelling.
- Digital confidence and willingness to learn new systems.
- Good organisational skills and ability to manage competing priorities.
- Strong interpersonal skills and confidence in interviewing stakeholders.
- Collaborative, adaptable and comfortable with fast-paced change.
- Commitment to inclusive, accessible and equitable communications.

Values & Behaviours

- Curious, proactive and willing to try new things.
- Committed to clarity, openness and shared learning.
- Works collaboratively and respectfully across teams.
- Takes ownership of delivery and quality.
- Passionate about social impact and strengthening the charity sector.

Person Specification Matrix

Criteria	Essential	Desirable	Assessment method
Experience			
Producing digital content for multiple channels (web, social, email)	✓		Application / Samples
Managing social media channels in a professional or organisational setting	✓		Application / Interview
Writing clear, engaging copy for different audiences	✓		Writing Test / Interview
Experience using CMS platforms (e.g. WordPress)	✓		Application / Interview
Experience using email marketing tools (Mailchimp, Dotdigital etc.)	✓		Interview
Creating basic digital assets (e.g. Canva)		✓	Application / Task
Experience in charity, social impact or membership sector		✓	Application
Experience with video or multimedia content		✓	Interview

Person Specification Matrix

Criteria	Essential	Desirable	Assessment method
Skills & Knowledge			
Excellent written communication and editing skills	✓		Task / Interview
Strong storytelling ability with human-interest focus	✓		Interview
Understanding of digital engagement best practice	✓		Interview
Analytics-literate (social, email, web insights)	✓		Interview
Organised, able to prioritise and meet deadlines	✓		Interview
Basic design literacy and eye for visual consistency		✓	Application / Interview

Person Specification Matrix

Criteria	Essential	Desirable	Assessment method
Behaviours & Competencies			
Creative, curious and proactive	✓		Interview
Collaborative and confident building relationships internally	✓		Interview
Adaptable and comfortable in a changing/fast-paced environment	✓		Interview
Commitment to inclusive and accessible communication	✓		Interview
Demonstrates alignment with Pilotlight values	✓		Interview

How to apply

If you'd like to apply for this role, send the following documents to recruitment@pilotlight.org.uk referencing the role title:

- Your CV
- A brief supporting statement outlining your suitability for the role

Pilotlight is committed to an equal opportunities policy. Please complete our [Diversity, Equity & Inclusion form](#) as part of your application. The information you provide will not be shared with anyone involved in assessing your application.

If there are extra steps we can take to adapt the recruitment process to ensure that it is inclusive for you, [please let us know](#).

Closing date for applications: Friday 6th March (17:00)

Interview process:

If you are successful, we may arrange a time to carry out an initial informal video call.

We will invite a shortlist of people to interview online on Monday 16th March

Second interviews may be held following that.

Applicants must have the right to work in the UK.

Good luck with your application!

If you have any queries about the position,
please recruitment@pilotlight.org.uk

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