



# Candidate Pack For Communications, Impact and Influence Director

# Welcome

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Thank you for your interest in the Communications, Impact and Influence Director role at the National Lottery Community Fund.

The National Lottery Community Fund is the largest single source of funding for community activities in the UK. We're One Fund based in communities in England, Northern Ireland, Scotland and Wales, and our work reflects the diversity of the UK. We support activities that create resilient communities that are more inclusive and environmentally sustainable – activities that will strengthen society and improve lives.

We are now seeking a Communications, Impact and Influence Director to help deliver our 2024-27 Corporate Plan which places a strong emphasis on making a bigger difference, supporting bolder change in the delivery of the Fund's 'It starts with community' strategy to 2030. This is a newly created role with an emphasis on external engagement, influence and purpose to help bring to life the story of the National Lottery Community Fund; celebrating and promoting the power of communities, helping the communities who need us most to access our funding and leveraging our knowledge and expertise to influence wider societal change.

This is a crucial leadership appointment at a time when we can really evidence our work. As Communications, Impact and Influence Director you will be part of the Senior Management Team and lead our external voice and engagement. You will bring together communications, engagement, reputation, evidence and learning—ensuring we understand our impact, grow our reach, and influence others to act alongside us. Critically, you will play a key role in developing partnerships and drawing in new funding and collaboration opportunities across the UK.

You might already have served in a senior strategic communications, engagement or influence capacity in a government department or public body, or in a funder, charity, or social purpose organisation. Wherever you are, you will provide a clear vision for our communications, bring a systematic approach to delivery, and have the capability to build personal credibility quickly. You will have excellent interpersonal skills, show credibility at Board level, and demonstrate strategic judgement. Importantly, you will bring a collaborative approach in working with our talented and committed teams.

If you believe you have the skills and qualities required, we would be very pleased to hear from you.



**David Knott, Chief Executive**  
**The National Lottery Community Fund**



# About The National Lottery Community Fund

## Background

The National Lottery Community Fund is the largest single source of community funding in the UK. We support amazing projects that help to strengthen society and improve lives. National Lottery players raise an incredible £30 million a week for good causes. This money funds projects and activities that transform communities, protect our heritage, and enrich lives. We are proud to be one of 12 distributors responsible for awarding this funding across the UK.

We also distribute non-National Lottery funds, working closely with UK Government on funding for important issues such as youth social action and health and wellbeing.

## It starts with community - our journey to 2030

Social connections and community activities are at the heart of creating healthier, happier lives and a flourishing society. That's why The National Lottery Community Fund supports amazing community-led projects. And why we're looking to make a bigger difference in the years ahead, by listening and responding to communities and by focusing on supporting bolder change.

The ambition through this strategy is to create resilient communities that are more inclusive and environmentally sustainable, funding activities and organisations that strengthen society and improve lives across the UK.

We're focusing our efforts where there is greatest need. We're looking to make a bigger difference in the years ahead, both by listening and responding to communities, and being more focused on supporting the greatest impact.

We will be delivering this strategy to 2030 at a time of renewal and expected growth in returns to 'good causes' from The National Lottery, alongside the Fund's third party and dormant assets work.

## The organisation

The National Lottery Community Fund is established as a non-departmental public body by an Act of Parliament. The Board is responsible for the overall strategic direction of the Fund and for the Fund's governance. It delegates the day-to-day running of the organisation to the Chief Executive and his Senior Management team.

Funding decisions are delegated to five funding committees (UK, England, Northern Ireland, Scotland and Wales) and to Executive Officers.

Policy responsibility for The National Lottery Community Fund in England, including setting policy directions, rests with the Department for Digital, Culture, Media and Sport.

The National Lottery Community Fund is governed by a Board. The Board is responsible for setting the Fund's long-term strategy and key policies, and making sure that it is run in an effective and efficient way.

# Our purpose

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We support activities that create resilient communities that are more inclusive and environmentally sustainable - activities that will strengthen society and improve lives across the UK.

Our community-led missions and what we'll achieve by 2030

## **We'll support communities to connect by:**

- creating accessible, welcoming places, both physical and virtual, for people to meet initiating engaging and inclusive activities that support connections within and between groups of people.
- enabling people from all backgrounds to shape the future of their communities cultivating an increased sense of belonging.

## **We'll support environmentally sustainable communities that:**

- reduce carbon emissions and negative environmental impact.
- create positive environmental impacts.
- establish equality of access to the natural environment improve the quality of natural spaces.

## **We'll enable children and young people to thrive by:**

- creating opportunities for children and young people from all backgrounds to enjoy community experiences.
- helping children and young people shape the decisions that affect them and their communities.
- providing children and young people access to safe spaces to play, participate, socialise and get support.

## **We'll enable people to live healthier lives by:**

- helping reduce health inequalities.
- increasing opportunities for community participation to shape better health services
- taking a preventative approach to health.

# Our values



**We are inclusive**  
We know that communities and organisations are stronger when everyone can participate, and work to increase inclusion.



**We are ambitious**  
We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



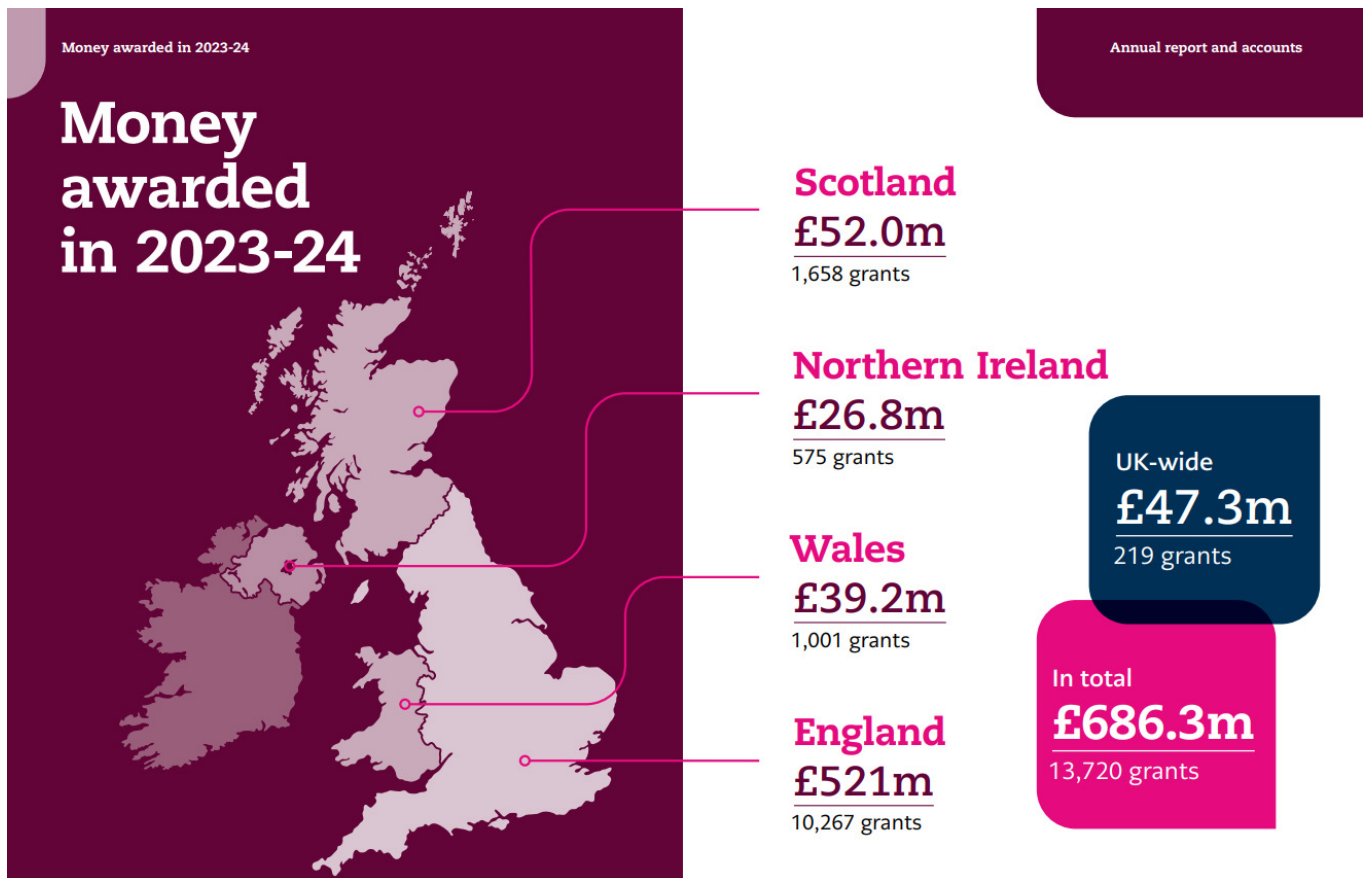
**We are impact focused**  
We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



**We are adaptable**  
We welcome and embrace new ideas and ways of working.



**We are compassionate**  
We work with care, consideration and humility.



To read more about our funding and accounts, see link [here](#)

# Our key performance indicators (KPI):

**KPI 1** - More than **80%** of areas across the UK will apply for National Lottery Awards for All funding and at least 60% of areas will receive a grant award.

**KPI 2** – The primary focus of more than **90%** of grants is on one of the four community-led missions.

**KPI 3** - More than **50%** of all grants by volume will go to communities experiencing greatest poverty and disadvantage.

**KPI 4** - At least **15%** of our grants will go to projects that have environmental sustainability as their primary aim.

**KPI 5** - Our employee engagement score will be in the **top quartile** when compared with similar and comparable organisations.

**KPI 6** – More than **50%** of elected members (MPs and representatives in devolved administrations) and the general public are aware that the Fund supports good causes thanks to the National Lottery.

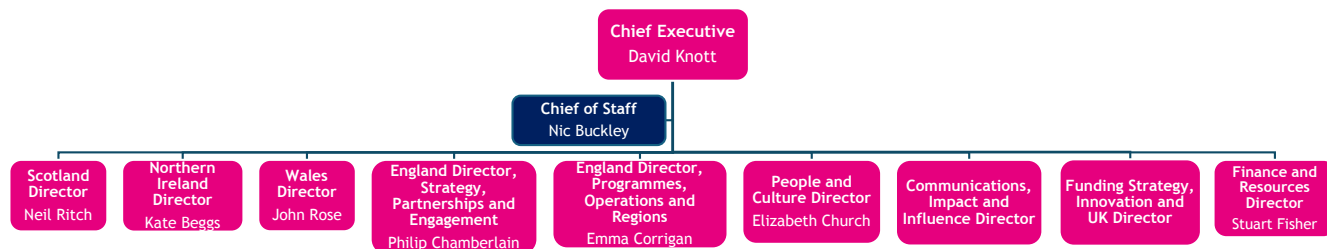
**KPI 7** – The value of grant awards will not be less than **95%** of budget.

**KPI 8** - Overall customer satisfaction will be over **80%**.



# The National Lottery Community Fund

## Senior Management Team



# Job description

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<b>Job title:</b>	Communications, Impact and Influence Director
<b>Reports to:</b>	Chief Executive
<b>Directorate:</b>	Communications & Engagement and Evidence & Impact

## About the Role

As our **Communications, Impact and Influence Director**, you will lead the strategic direction and delivery of our Communications & Engagement and Evidence & Impact functions. This is a pivotal senior leadership role, focused on amplifying the Fund's voice, deepening our impact, and building meaningful connections to deliver on our mission: *It Starts with Community*.

You'll work to enhance how we influence, communicate, and evidence our work – ensuring we are outcome-focused, data-informed and bold in our external engagement.

You'll play a critical leadership role in delivering our ambition to support bolder, more inclusive and sustainable change by shaping how we listen, share, engage, and learn. This role brings together communications, engagement, reputation, evidence and learning—ensuring we understand our impact, grow our reach, and influence others to act alongside us. It also plays a key role in developing partnerships and drawing in new funding and collaboration opportunities across the UK

We're looking for a strategic, creative and collaborative leader who brings experience of shaping communications, engagement, learning and influence work in large, complex organisations.

## Key Responsibilities

### Leadership & Strategy

- Provide dynamic, values-driven leadership across the Communications & Engagement and Evidence & Impact teams.
- Shape and drive directorate strategy aligned to our 2030 ambitions and 2024-27 Corporate Plan.
- Champion a cross-organisational approach to communications, influence, and impact, working collaboratively as part of the Senior Management Team.
- Lead and develop dispersed teams across the UK, nurturing a high-performance, purpose-led culture.



## Communications, Influence & Partnerships

- Lead strategic communications to enhance and protect the Fund's reputation, grow our voice, and build meaningful relationships with the public and partners.
- Oversee media, campaigns, digital engagement, brand and content—ensuring all communications reflect our values and priorities.
- Build strategic relationships to support wider impact, including corporate and media partnerships, and opportunities to draw in co-funding or joint work.
- Shape our engagement approach so that communities, grantees and stakeholders are actively involved in shaping our work.

## Evidence and Impact

- Oversee the use of evidence, data and insight to shape our funding, improve outcomes, and tell the story of our impact.
- Ensure we have strong measurement frameworks to track progress against our community-led missions:
  - Helping communities come together
  - Supporting environmental sustainability
  - Enabling children and young people to thrive
  - Supporting healthier lives

## Partnerships & Funding

- Drive external relationships that bring in new funding and partnership opportunities—particularly with corporates, the media, and aligned stakeholders.
- Facilitate collaborations that increase our reach and deepen our collective impact.



# Person specification

## Essential Criteria

- Demonstrated capability to lead strategic communications that safeguard and enhance the organisation's public reputation, strengthen its public voice, and build trust-based relationships with stakeholders
- Senior level experience in driving and championing successful change delivery, improving operational practices to deliver strategic ambition.
- Proven leadership, able to develop, coach and manage multidisciplinary and expert professional teams, creating positive and engaged team culture.
- Demonstrated experience of partnership working and in building and maintaining productive relationships with stakeholders across sectors and regions.
- Excellent influencing and negotiating skills, both internally and externally developing and enhancing relationships with senior stakeholders across sectors, and working with non-executive Boards and Committees
- Exceptional communication skills, able to simplify complex concepts and convey the Fund's impact effectively.
- Experienced in using data and evidence to inform funding strategies, measure impact, and drive innovation.
- Strong financial and operational acumen, able to manage resources effectively and ensure accountability.



# Terms of appointment

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## Salary

The salary range for this role is £83,750 - £100,000 per annum (including London weighting) on a full-time permanent basis.

## Location

UK-based, flexible. The Fund is committed to providing a working environment that gives everyone choice and flexibility. We encourage flexible working, including hybrid working combining balance of home and office working, unless there is a conflict with business needs and/or customer service. The Fund has larger offices in Birmingham, London, Cardiff, Glasgow, Belfast, and Newcastle.

The Communications and Impact teams are dispersed through our offices across the UK. As such you must be committed to travel to engage with your teams. Board and SMT meetings are held across the UK. The postholder can be based anywhere in the UK and expect to work some their time remotely. Regular presence and travel to Board, SMT and meetings to engage colleagues across the UK is a requirement of the role.

## Pension

The Fund operates two pension schemes, Alpha, our Principal Civil Service Pension Scheme (PCSPS) and a Partnership Pension Scheme with Legal & General.

For Alpha, the employer's contribution is between 26.6% and 30.3% and the employee contributions rates are between 4.6% and 8.05% depending on salary.

For Partnership, the employer's contribution rate is between 8% to 14.75% of your earnings. You do not have to contribute to this scheme, but if you do, the Fund will match your contributions up to 3% of your pensionable pay.

## Annual leave

Annual leave is 30 days per year on joining The National Lottery Community Fund plus bank holidays. An additional three days of leave is given every year – normally at Christmas. Your entitlement will vary according to your date of appointment, and is prorated for part-time employees.

## Additional benefits

We recognise that keeping our people happy and healthy enables us to be a more effective organisation and makes The National Lottery Community Fund a better place to work.

Benefits include:

- Generous Civil Service Pension scheme
- Flexible working
- Enhanced paid maternity/paternity/adoption leave
- Paid volunteering leave
- Season ticket loan
- Healthcare cash plan
- Cycle2work
- Employee discount scheme



# How to apply

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/tnlcf-ciid/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

**Closing date:** Monday 2<sup>nd</sup> June

**Preliminary interviews:** w/c Monday 9<sup>th</sup> June and w/c Monday 16<sup>th</sup> June 2025

**Final Panel interviews:** w/c Monday 30<sup>th</sup> June 2025 (tbc)

