



Director of Communications

Candidate Pack

August 2026

This document is the property of WRAP and may not be reproduced or reused without permission.



Introduction from Catherine David, our CEO



Catherine David
Chief Executive Officer

“

This role is a rare opportunity to help make Circular Living part of everyday life by inspiring people, businesses and governments to act.

Dear candidate,

Thank you for your interest in joining WRAP. We are a global environmental action NGO working to transform the product and food systems behind everyday life, so Circular Living becomes commonplace.

The Director of Communications will be central to that ambition. Reporting to me and working with the Executive Team, you will shape how WRAP shows up with businesses, governments, funders and partners in the UK and internationally.

As the Director of Communications, you will lead communications, marketing, campaigns and stakeholder influence that build our reputation, tell our story clearly and inspire practical action.

We are looking for a leader with strategic judgement, creativity and pace. You will have significant experience leading and developing high-performing teams and help us grow our influence and impact.

I hope this pack inspires you to consider joining us.

Catherine David
Chief Executive Officer

About WRAP

WRAP is a global environmental action NGO transforming our product and food systems to create Circular Living. We examine sustainability challenges through the lens of people's day-to-day lives. We transform the systems that provide the products we consume.



Our vision is a world transformed, in which Circular Living is commonplace. Where the systems that provide our everyday goods contribute to the world's prosperity and sustainability instead of reducing it.

See how we lead the way to Circular Living [here](#)

Our global priorities



Future-proofing food

We're changing the way food is produced and consumed – reducing costs to the environment, to businesses and to people.



Preventing problem plastics and improving packaging

We're re-designing the plastics system, across the value chain – preventing waste and keeping the material out of the environment.



Transforming the world's textiles systems

We're transforming the way that textiles are made, bought and used – decreasing emissions, lowering water use and cutting pollution.



Bringing Circular Living to every board room and every home

We're leading the world away from a 'take-make-dispose' culture to a 'design-make-reuse' approach – radically reducing waste and carbon emissions from everyday products.

How we work

Working with businesses and citizens

We design, develop, convene, manage and support business collaborative change programmes. These help businesses improve product design, minimise production waste and encourage their suppliers and customers to prevent waste and recycle more.

Based on robust insight and research, we develop, pilot, deliver and evaluate behaviour change programmes to help citizens live a more sustainable lifestyle.

Our suite of campaigns, tools and interventions are amplified by a diverse range of stakeholders who value our evidence-based approach.

In 2022, we joined forces with the UK's leading social and environmental change not-for-profit [Behaviour Change](#) to accelerate the fight against climate change.

Supporting governments

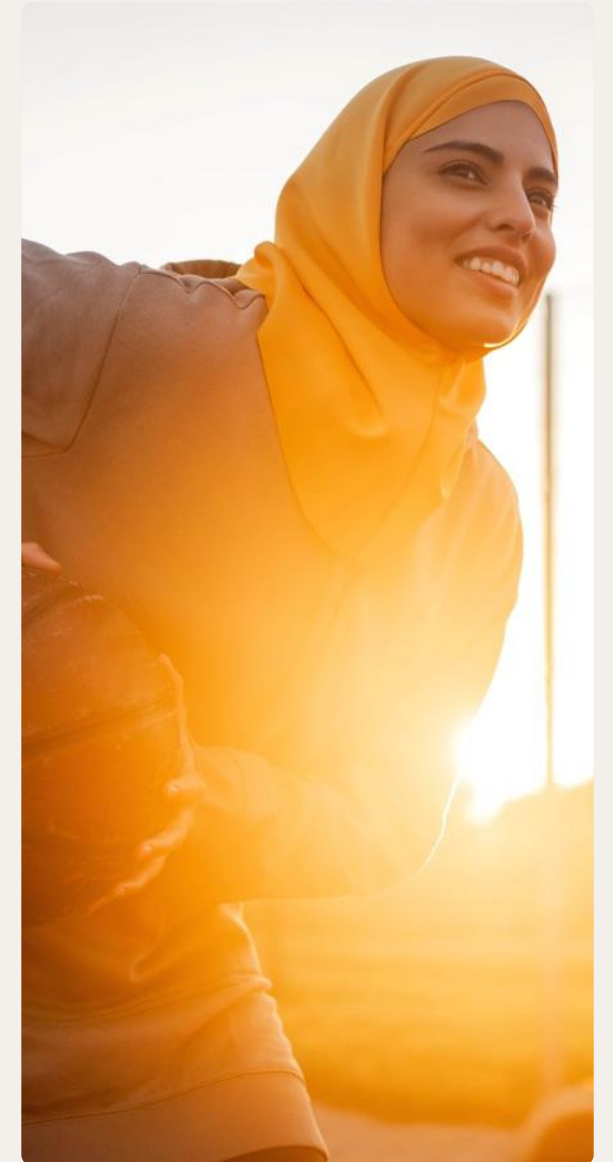
We are the delivery partner of choice for governments and grant-awarding bodies due to our track record in awarding public money where it can make the greatest impact.

We provide expert research, cost modelling, advice and services to help international organisations, national governments, local authorities and businesses develop and implement waste prevention and recycling policies.

We work with national governments globally to shape policy decisions that can be developed into actions that prevent waste.

Across the globe

We know that to make our world more sustainable tackling the issue cannot be done by one country, region or continent by itself. So, we work globally with partners, governments and communities to find and deliver practical solutions to improve resource efficiency within plastics, food and textile.



Our impact in action

Scalable Impact

We're proud to work across the globe:

- We work in 20 countries on plastics and packaging
- In 20 countries on food waste and green house gases and
- In 4 countries on Textiles



Reducing environmental harms

We have delivered significant, measurable impact – with 0.9 million tonnes of CO2e avoided and £3.38 of benefit generated for every £1 spent.

We've supported food waste reduction by 18.3%, being instrumental in a 15% increase in food redistribution – an equivalent of nearly 60 million meals in just one year.

Our Food and Drink Pact has 188 signatories and our UK Water Roadmap 105 – and we've supported the Welsh and English governments to grow recycling rates to over 60% and 40%, respectively.



Our global network of experts is here to work with funders, governments, businesses, citizens and other charities or NGOs to deliver the successful economy all our stakeholders want and need. One that creates prosperity, health and wellbeing across the world whilst regenerating nature and eradicating pollution in all its forms.

Sebastian Munden, CBE, Chair of the Board

Across the globe

We co-authored the United Nations Environment Programme (UNEP) [Food Waste Index Report](#) – the most comprehensive survey yet into global food waste. We are working with partners on food waste reduction programmes in seven G20 countries.

Together with our partner Ellen McArthur Foundation (EMF), we have launched Plastic Pacts on every populous continent on the planet, and these have helped eliminate 360,000 tonnes of problematic plastic.

With partners, we have expanded our work internationally, ranging from South Africa to Mexico, and Indonesia to India. This work has had significant impact. For example, work across countries has helped avoid the use of [2.2 million tonnes](#) of virgin plastic through growing recycled content in plastic packaging.

You can read more about how we operate and our impact by clicking on the following links: [Annual Report 2024-25](#) and [Impact Report 2024-25](#).

Our culture and values



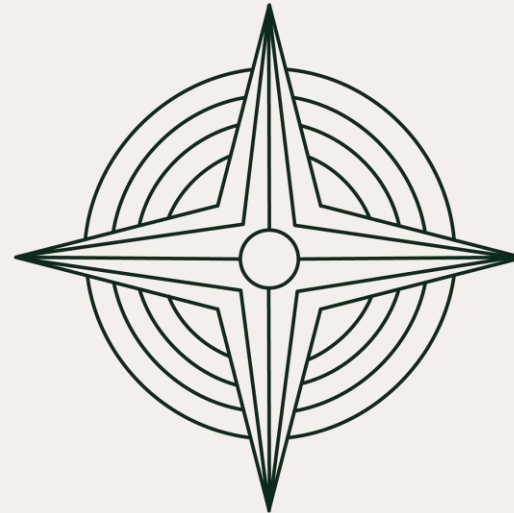
Clearly **accountable**,
proactively taking
responsibility



Agile and creative; we
take calculated risks and
are open to change



Bold in our approach

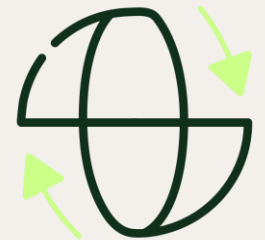


Our cultural aspirations

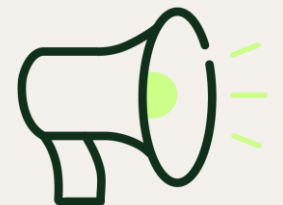
Commercial and
responsive to
opportunities



Global and
diverse



Outcome and
impact focussed



About the role

Role description

Reporting to the CEO and working in close collaboration with the Executive team, the Director of Communications will lead WRAP's external communications, marketing and campaigns work. You'll shape how WRAP shows up with businesses, governments, funders and partners in the UK and internationally, helping us grow our influence, attract support and deliver real impact.

Key responsibilities and accountabilities

- Work as part of the Executive Team contributing to WRAP's overall strategy, delivery and impact.
- Act as a visible and influential leader, promoting collaboration, accountability, innovation and continuous improvement across the organisation in line with WRAP's values.
- Set the strategy for WRAP's communications, marketing, campaigns and stakeholder influencing.
- Build WRAP's profile and reputation with key audiences in the UK, Europe, the Americas and globally.
- Tell WRAP's story in a clear, compelling way, showing the difference we make for people, organisations and the planet.
- Lead behaviour change campaigns that help people and organisations waste less.
- Bring marketing and communications activity together with programme, research and business development plans.
- Lead and develop high-performing teams across marketing, PR, social, events, digital and creative.
- Use insight, planning and evaluation to make sure our activity is focused, effective and delivers value.
- Work as part of the Executive team, contributing to WRAP's overall strategy and delivery.
- Represent WRAP externally, including with senior stakeholders, in the media, on panels and across sector networks.



About the role

Person specification

What you'll bring

- A proven track record in shaping reputation, messaging and stakeholder relationships through communications and influence.
- Experience leading communications across international audiences, ideally including Europe and the Americas.
- Broad marketing and communications experience, including; media, social, events, digital, content, partnerships, agencies and new technologies such as AI.
- The confidence to advise senior leaders and influence high-level stakeholders.
- A strategic, insight-led approach, with the ability to adapt plans as things change.

- Experience leading and motivating teams, creating the conditions for people to perform well and feel fulfilled.
- The ability to work at pace, navigate ambiguity and keep people aligned around shared goals.
- A genuine commitment to equality, diversity and inclusion.

It would also be desirable if you have

- Experience in an NGO, sustainability, government, business or philanthropy context.
- Experience communicating through organisational change or international growth.
- An understanding of how communications can support income generation, especially for behaviour change work.

Terms of appointment

Salary

The annual salary for this role is £90,000-£105,000 and we work a 37.5 hour week

Location

- Our working model is hybrid and as an Executive Team member, you will be expected to travel to our UK offices on a frequent basis. Some global travel may be expected.

Benefits

- We offer 25 days annual leave and public holidays with the option to buy up to 5 extra days per year
- You can take up to 13 flexi days per year
- We contribute 10% to your pension
- We offer private medical insurance and life assurance and access to a range of wellbeing and lifestyle benefits to suit you

We're committed to equity, diversity and inclusion and actively encourage applications from all backgrounds.

You can find out more about working at WRAP [here](#)



The recruitment process

How to apply

When you're ready to make an application, please visit [this link](#) where you can submit;

- 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.

Anticipated timeframe

Closing date for applications: 27th September

Preliminary interviews with Starfish: w/c 5th October

WRAP Panel Interviews: Tuesday 3rd November

