

JOB DESCRIPTION

Senior External Engagement Manager

ABOUT US

Settle is a charity that supports young adults as they leave the care system and move into their first home. Working in partnership with local authorities, housing providers and other charities across London, we provide intensive one-to-one support, helping young people develop the skills and confidence they need to sustain their tenancies, manage their finances and live independently. Our preventative approach to homelessness helps care-experienced young people to build stable foundations and to thrive in adulthood.

Since our foundation in 2015, we've supported over 1,000 young people across London. Since 2022, 100% of young people who completed the Settle programme were still in their homes one year later – an amazing result given the challenges faced by care-experienced young people. We were highly commended in the 2026 London Homelessness Awards.

This is an extremely exciting time for Settle. During 2025/26, we worked with more young people than ever before, launched our *A Home of Our Own* campaign led by young people and expanded our team. We're delivering outstanding impact for young people at risk of homelessness. We have an ambitious strategy to double our reach by 2028, and to start changing the wider systems that still fail too many care-experienced young people. This role is central to delivering on these ambitions.

You'll be joining a friendly and fast-growing team, currently of 24 brilliant staff. One of our strengths is our positive and supportive culture – we actively celebrate successes, and share responsibility for challenges. With deep roots in coaching, we encourage everyone in the team to learn and grow, through reflective practice, thoughtful feedback and investment in staff development. We have recently moved into new offices in London Bridge, purpose-built to encourage collaboration and cross-team working.

We know we need to attract and retain the best people to achieve our goals. Settle was voted one of Escape the City's Top 100 companies to 'escape' to in 2021. Our commitment to staff wellbeing is absolute. We offer a range of benefits, including 4 wellbeing days per year for staff to spend as they wish, and quarterly staff socials, from bowling to foraging. In our most recent staff survey, 95% of respondents agreed that Settle was invested in their wellbeing.

We are actively trying to increase the diversity of our workforce and we encourage applications from people from minoritised ethnic backgrounds. We are dedicated to being a workplace where diversity is celebrated and everyone is welcome. 90% of staff say they feel a sense of belonging at Settle. [Please see our website](#) for more information on our approach to Equity, Diversity and Inclusion.

We are proud to be a Disability Confident employer and a member of the Care Leaver Covenant. Care-experienced applicants who meet the essential criteria for the role will be guaranteed an interview.

Care-experienced means you have been "looked after" by your local authority at any point, for any length of time, before turning 18. This includes living with foster carers, in a residential children's home, being looked after at home with a supervision order, living with relatives or friends in kinship care, or being adopted and previously looked after. It also covers children who arrived in the UK to seek refuge without an adult with parental responsibility, also known as Unaccompanied Asylum Seeking Children. If any of these apply to you, please mention this in your application.

We look forward to receiving your application!

OUR APPROACH

GROW THE GOOD

We focus on building young people's strengths rather than dwelling on their weaknesses. Asset-based approaches underlie all our services.

YOUNG PEOPLE FIRST

We ensure the needs of the young people we support are prioritised above all else, and we work to overcome barriers in the system.

INTENTION ISN'T ENOUGH

We go the extra mile to ensure we deliver the impact our programmes seek. We are dedicated to improving outcomes for young people.

Job Description

ABOUT THE ROLE

This is a senior role, reporting to the Chief Executive, responsible for developing and delivering Settle's external engagement and communications strategy. You will also manage our Senior Communications Officer, who is responsible for day-to-day website, digital and social media comms, and design of our annual reports, campaign and marketing materials and other publications.



Over the next few years, Settle wants to bring the voices of care-experienced young people and our learning together to influence wider change. At the same time, we need to develop and deepen our delivery and funding networks and relationships, so that we can support more young people.

The Senior External Engagement Manager is a new role, leading our comms and engagement activity across this whole agenda. You will work with colleagues across the organisation to ensure that our external engagement and communications are strategically aligned and impactful, maximising their contribution to Settle's goals.

Influencing

Young people from Settle's Advocacy Forum launched their campaign "*A Home of Our Own*" at an event in parliament during National Care Leavers' Month in November 2025. You will work with the Advocacy Forum and Settle colleagues to agree campaign priorities, develop and refresh our key messages, and plan and deliver national and local campaign actions. You will ensure that young people's voices and priorities come first in all our influencing work.

Young people are clear on the national policy changes they want to see, and we're building networks with policy makers, and other organisations working on care, housing and related issues. You will

work with the Chief Executive to develop our national relationships, and support colleagues and young people to make the case for change in these spaces. You'll represent Settle in relevant networks and meetings, sharing our learning and bringing back insights to inform our work.

Most of our focus is on influencing at local level. Young people leaving care are failed because the system doesn't do what it is supposed to. The rules mostly aren't bad, but they're not implemented. You'll help Settle develop and implement an engagement and influencing strategy to improve practice in local authorities and housing providers. You'll work with colleagues and young people to gather our learning and insight, craft compelling messages for local, regional and national audiences, and support colleagues to identify and build effective relationships with key influencing targets.

Raising Settle's profile with key stakeholder audiences

Settle has set an ambitious goal to double the number of young people we support. To achieve this, we need to develop new partnerships with local authorities, housing providers, charities and funders – both grant-making organisations and individual donors. We also want to ensure that young people who could benefit from Settle's support can access it, even where we don't have a referral partner.

You will work with our partnerships and fundraising teams to create and deliver compelling marketing and communications messages and material for these key audiences across a range of channels. You will support programme and community colleagues to gather insights, stories and case studies from young people, presenting their experiences authentically and with dignity. You will oversee the work of the Senior Communications Officer, ensuring that our regular 'drumbeat' of day-to-day comms tells the stories that engage our key audiences and further our goals. You will develop relationships and networks across traditional and social media, seeking opportunities and platforms for Settle to raise our profile more widely.

You'll help us get the most out of our communications and engagement work, finding creative ways to meet more than one purpose – whether that's a National Care Leavers Month event that engages both policy audiences and potential funders, a report for local authorities that helps change practice and recruit new partners, or a relationship with an influencer that boosts our profile and encourages more young people to access our support.

KEY INFO

Reports to: Chief Executive

Line management: Senior Communications Officer

Salary: £44,500-£46,600. We review our pay scales every April in line with inflation.

Hours: Full time (35 hours per week) preferred, with attendance at external events outside core hours as needed from time to time. Part-time will be considered for the right candidate but we envisage at least 0.8FTE / 28 hours per week.

Contract: Permanent



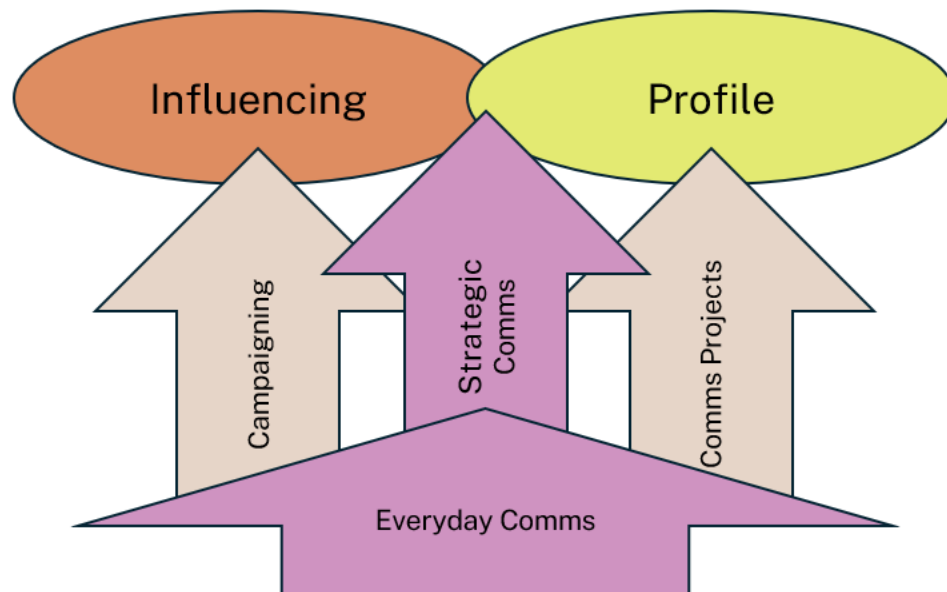
Location: Hybrid working between our office in London Bridge and working from home – our standard expectation is at least 2 days a week of contact time (in the office or in external meetings / events). We have a monthly in person team meeting on a Wednesday.

Flexibility: Settle is committed to flexible working and will work with the successful candidate to agree mutually positive working arrangements.

RESPONSIBILITIES

This role spans both strategic and responsive comms – from research for the Head of Partnerships and Impact’s presentation to a Deputy Mayor of London, or planning the timeline for Settle’s annual report and accounts, to agreeing a response to a new ministerial announcement, approving Instagram posts, or double checking that we have consent to use a video of a young person. As a guide, we have estimated an amount of time for each area of responsibility. However, this is a new role, and we are looking for someone who can make it their own.

Both the strategic and everyday elements of the role contribute to our overall priorities of influencing and raising Settle’s profile.



Drive strategic communications and external engagement across Settle’s work (20%)

- Develop and deliver strategies for externally facing comms, stakeholder engagement and digital development, working closely with SLT and the fundraising, partnerships and programme teams to ensure our external engagement is fully aligned with our strategic goals and priorities
- Work with SLT and colleagues across Settle to agree and refine messaging, prioritise audiences, and identify and pursue opportunities in line with these strategies, including:
 - Business development and influencing with stakeholders in local and regional government
 - Influencing and relationship building with policy makers and other national stakeholders
 - Credibility and visibility to funders and unlocking new audiences (e.g. major donors, invitation-only funders) through active engagement and digital strategies including AI, SEO etc
- Provide advice, guidance and hands-on, practical support to enable and deliver timely, high-quality communications and external engagement in line with these strategies
- Develop and maintain Settle’s understanding of the external context, identifying opportunities for external engagement, and scanning the horizon for emerging issues, trends and risks

- Be responsible for Settle's risk and reputation management process, convening quarterly risk and reputation meetings, flagging issues to SLT as they arise, and leading on crisis comms if required

Lead Settle's campaigning and youth voice work (20%)

- Take a lead in steering and delivering Settle's "*A Home of Our Own*" campaign, working with Settle advocates, SLT and colleagues to agree campaign priorities, messages and targets
- Facilitate and support youth-led campaigning, including campaign actions for National Care Leavers' Month and ongoing communications and engagement, working collaboratively with the community and partnerships teams and SLT
- Lead on developing and delivering policy and campaign briefings, reports, consultation responses and other materials, working closely with SLT and Settle advocates to ensure these reflect our campaign messages, experiences and the voices and priorities of young people
- Build and nurture relationships with communications and influencing colleagues in other organisations working on care experience, homelessness and asylum
- Develop Settle's strategy for amplifying youth voice, working closely with the programme and community teams to identify and deliver opportunities to support young people to tell their own stories safely, and ensure these are accessible to the widest possible range of young people
- Ensure that case studies, media opportunities and other external comms describe young people's stories and experiences with respect and dignity, in their own words whenever possible
- Provide / facilitate communications or media training and support for advocates and other young people to develop their confidence and consistency of messaging

Lead and deliver organisational communications projects and key moments (20%)

- Plan, project manage and deliver strategic communications and stakeholder engagement projects, working with the Senior Communications Officer and external contractors as appropriate. These may include:
 - Production of fresh 'hero' stories / case studies for fundraising and profile-building
 - Regular refresh of photographic and visual content
 - Annual Report and Accounts, strategy and other key organisational documents
 - Big Give and other fundraising campaigns, events and donor engagement activities
 - Partner-facing publications, videos and other promotional materials
- Act as a spokesperson for Settle in the media and with key stakeholder audiences as required
- Identify and pursue relationships with influential contacts in both traditional and social media, including care-experienced voices and allies, who can amplify Settle's messages and profile, provide a platform for young people, and connect us to other stakeholders
- Identify and pursue opportunities to convene and connect stakeholders to deepen their engagement with Settle's mission, goals and objectives

Oversee everyday communications (40%)

- Line manage the Senior Officer Communications, providing effective supervision and support to enable high-quality delivery against day-to-day plans and annual objectives, and promote ongoing learning and development
- Set and oversee Settle's annual comms calendar, working with the Senior Communications Officer to:
 - Deliver high-quality and engaging material in line with agreed strategies including regular social media and website content, quarterly newsletters for partners, supporters and young people, and milestone publications
 - Ensure that Settle's ongoing communications reflect and amplify our key messages
 - Maintain Settle's website and social media channels, keeping our content live, and working with external providers to maintain performance, security and compliance
- Monitor and evaluate the reach and effectiveness of Settle's communications, using data and insight to solve problems, inform decisions and develop and refine our practice
- Act as a guardian of Settle's brand, ensuring consistency across all our internal and external communications, crafting strong clear messages about what we do and why, refreshing our brand as necessary, and ensuring that all communications align with our mission and values
- Ensure compliance with relevant legislation, good practice and other obligations in relation to our external communications
- Encourage and support colleagues across the organisation to develop their external voice and profile, including on our website, their own social media presence, and through stakeholder engagement opportunities
- Work with the Senior Operations Manager and Senior Communications Officer to develop and deliver an internal communications strategy, and support colleagues with internal comms

BENEFITS

Working at Settle offers scope to take real ownership in a fast-growing charity with a supportive and inclusive culture, focused on belonging and wellbeing. In addition, we provide a range of benefits, which are reviewed every 3 years, including:

- Flexible working arrangements
- 40 days paid leave per year: 25 days annual leave, 8 bank holidays, 3 days between Christmas and New Year and 4 wellbeing days
- 6% employer pension contribution and the option for additional salary sacrifice
- Additional leave for caring responsibilities and safe leave if required
- Regular one-to-ones with a focus on wellbeing and learning
- Strong commitment to professional development with a dedicated individual training budget
- Annual performance and pay progression reviews
- Quarterly staff socials
- Cycle to work scheme
- Homeworking equipment budget

- Employee Assistance Programme offering access to free therapy

WHAT WE'RE LOOKING FOR

We are looking for someone with the skills and drive to develop and deepen our engagement with key stakeholders, including local authorities, policy makers, funders and traditional and social media, and ensure that our influencing, marketing and communications are aligned with our strategy and values. You may be seeking your first leadership or strategic communications role, or excited by the breadth of opportunity at Settle and the chance to shape our external agenda.

You'll be comfortable with both the reactive, fast-moving nature of day-to-day comms in a small, busy charity, and with longer-term development of strategic relationships and messages. You'll have great stakeholder management skills and insight, helping Settle to spot and develop new relationships, tailor our messages to different audiences, and navigate the tension between influencing local authority practice on the one hand, and securing new referral partnerships on the other.

We're a small organisation with big ambitions, and we recognise this is a broad role. The ideal candidate will be equally comfortable shaping our campaign strategy, drafting a press or policy briefing, enabling care-experienced young people tell their story to decision-makers in the way they want to, or helping the Senior Comms Officer to prioritise an urgent task list. You may not have done all these things before. What's important is that you have the combination of strategic, delivery and relationship management abilities we're looking for, and a proactive and collaborative approach to your work.

SKILLS, ABILITIES AND CHARACTERISTICS

- * You care about achieving the very best outcomes for the young people we work with, putting their voices and priorities first
- * You have outstanding verbal, presentation and written communications skills, tailoring messages to different audiences, crafting and delivering compelling content, and communicating with integrity and passion to enthuse and engage people about Settle's vision and work
- * You're a strategic thinker with excellent analytical and decision-making skills, and the ability to spot and proactively pursue opportunities to achieve Settle's goals and objectives in a fast-moving external context
- * You have strong project management skills, and the ability to manage competing deadlines and demands effectively, responding to urgent issues and changing priorities while keeping focus on the bigger strategic picture
- * You're an excellent relationship builder and team player, able to build strong and generative relationships with key external and internal stakeholders

- * You are familiar with digital tools for content creation, management and analytics, and able to get the most out of them (we currently use Adobe Creative, Canva, InDesign, Publer and Wagtail, as well as the Microsoft and Google suite, and tools for managing our Meta presence)
- * You take a collaborative, values-led approach, with the ability to work respectfully with young people and colleagues to tell and represent their stories authentically and compassionately
- * You're impact driven, understand the power of data and stories and know how to use them to support our work, craft compelling messages and engage external audiences
- * You have a reflective and open approach to work, open to feedback and keen to put learning into action
- * You are committed to contributing to and upholding the strong safeguarding culture at Settle, holding the safety of young people at the heart of what we do
- * You are dedicated to embedding equality, diversity and inclusion into all areas of your work

EXPERIENCE

ESSENTIAL	DESIRABLE
* At least 2 years' experience in a strategic comms, external affairs or influencing role, with proven ability to develop and deliver a communications / engagement strategy that supports organisational goals * Experience of creating and implementing effective and engaging content strategies across multiple channels, including social media, website and email * Experience of establishing and managing relationships with external stakeholders which contributed to changes in their policy or practice * Experience of delivering / overseeing consistent, high-quality external and internal communications * Experience of producing compelling case studies, fundraising materials, impact	* Experience of working in a charity or other social purpose organisation * Experience of working / engaging with local, regional or national government * Knowledge or understanding of the care system, youth homelessness or issues affecting care-experienced young people * Experience of working with media outlets, writing press releases or supporting senior leaders with external reputation and PR, and managing risk and sensitive communications * Experience of brand management

reports or similar materials aimed at non-specialist audiences	
* At least 1 year's experience of line managing people, supporting others to deliver high-quality work, and to learn and develop	

HOW TO APPLY

Please apply [via Prospectus recruitment agency](#).

When answering the application questions, we recommend reviewing the 'what we're looking for' section, including both skills and experience, to ensure you are evidencing as many of our criteria as possible. We also recommend using the STAR approach to answer question 3 in particular, and you may find this structure useful for question 2.

We understand that many people now tend to use AI tools for completing job applications. While we are not against using AI as a tool to support you in structuring or editing your answers, we do want to read your words and we need to be able to understand your thinking and approach to the role. You'll be using your own voice and insights every day in this role. For this reason, we will scan every application using an online AI checker. Any applications found to have above 20% AI content will not be considered for shortlisting.

Application questions

1. What excites you about Settle and about this role? (maximum 3000 characters)
2. Based on 'what we're looking for' and the skills and experience outlined above, please tell us why you think you'd be great for this post. (maximum 5000 characters)
3. Please share an example where you built an external relationship which resulted in a change in another organisation's policy or practice. What did you learn from this experience that you would bring to this role? (maximum 3000 characters)

We are committed to improving the diversity of our team and we want to ensure that our recruitment process is inclusive and accessible to everyone. Completing the equality and diversity monitoring form alongside your application helps us to achieve this, so please do fill this in, if you are able to. Once the applications have been received, your equality and diversity information will be separated from your application and will remain anonymous throughout the selection process.

If appointed, in line with Settle's Safer Recruitment practices, as a precondition of employment, we'll need you to:

- Complete a Disclosure and Barring Service (DBS) check.
- Provide five years of satisfactory references, at least one from your most recent employer and one who can comment on your suitability to work with children and young people.

The closing date for the role is Sunday 20th September at 11:30pm.