



**Action for
Pulmonary
Fibrosis**

Head of Communications and Engagement

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

A message from our Chief Executive

Thank you for considering this role at Action for Pulmonary Fibrosis.

Pulmonary fibrosis is devastating, yet it remains too little understood. APF has an ambitious strategy, important work to share and a community whose experience should be heard. We need a communications and marketing leader who can help us reach more people, support the growth of our income and show clearly what our work achieves.

You will have the scope to shape the function and lead a team with clear specialist responsibilities. You will work closely with me and our senior leaders, while giving the communications team the direction, standards and support it needs to deliver consistently.

I am looking for someone who combines strategic judgement with a strong grasp of marketing and the determination to turn plans into results. If that feels like the right challenge for you, I would be pleased to hear from you.

Daniel Saxton – Chief Executive

About APF

Action for Pulmonary Fibrosis is a UK charity.

We bring people together to drive change so that everyone affected by pulmonary fibrosis can live well for longer. We provide support, information and education, raise awareness, campaign for better diagnosis and care, and invest in research.

Our strategy, For Every Breath, Every Journey, Every Future, is shaped by lived experience. It is supported by stronger organisational foundations and a commitment to building sustainable income.

Why this role matters

APF's ambition has grown, and communications and marketing are central to delivering it. We need a clearer annual plan, a dependable editorial and media rhythm, stronger audience journeys and better use of stories, data and insight.

The role will lead the whole function and help APF communicate its services, research, policy, fundraising and impact with greater reach and consistency. It will also strengthen the way communications supports fundraising propositions, supporter acquisition, engagement and retention.

Reporting directly to the Chief Executive, you will lead three managers: the Senior Marketing and Communications Manager, the Press, PR and Stories Manager, and the Communications Operations and Engagement Manager. The Senior Marketing and Communications Manager will line manage the Digital Marketing Coordinator.

What you will lead

- An integrated communications, marketing and engagement plan with clear audiences, priorities, budgets, outcomes and measures.
- Audience-led marketing that promotes APF's services and work, supports fundraising and builds stronger supporter journeys.
- Quarterly PF Together, effective email marketing and a complete rewrite of APF's website content.
- A proactive media and story pipeline covering lived experience, services, research, policy, fundraising and impact.
- Clear brand and editorial standards, strong management of reputational risk and responsible use of AI and connected technology.
- A well-led team with clear ownership, effective delegation and reliable data, planning and reporting.



Your early priorities

1. Agree the first integrated communications, marketing and engagement plan and reporting framework with the Chief Executive and senior leaders.
2. Establish clear roles, priorities and delegated ownership across the new team structure.
3. Create a sustainable rhythm for quarterly PF Together, supporter email, campaigns and proactive media.
4. Scope and lead the website content rewrite, improving accuracy, accessibility, audience journeys and calls to action.
5. Build a cross-APF pipeline of lived-experience, research, service, policy and fundraising stories.
6. Strengthen communications data and introduce safe, proportionate arrangements for AI and connected systems.

Who we are looking for

You will have senior experience of leading multi-channel communications and marketing, and a strong record of turning strategy and audience insight into focused plans and measurable delivery. You will understand how marketing, media, content, digital, email, websites and internal communications work together.

You will bring excellent editorial and reputational judgement, confidence advising senior leaders and care when working with sensitive stories. You will also be a clear and inclusive manager who can set priorities, delegate well, give useful feedback and address delivery problems constructively.

You do not need to be the specialist in every discipline. You will need the breadth and judgement to lead specialists well, make good decisions about investment and keep the whole function focused on APF's audiences and outcomes.

What we offer

Salary:	£50,000 to £55,000, within APF Band 5
Contract:	Permanent
Hours:	Full time, 37.5 hours a week
Location:	Remote, with at least one day each month at APF's Peterborough office for team meetings and occasional travel to London for leadership meetings. Other UK travel will be required from time to time
Annual leave:	28 days a year plus bank holidays
Benefits:	Workplace pension and life assurance, subject to scheme rules

Equality and accessibility

We want APF to be a place where different perspectives and experiences are valued. We welcome applications from people of all backgrounds and will make reasonable adjustments throughout the recruitment process. Please visit actionpf.org/vacancies for current application details, dates and the route for requesting an adjustment.

Registered office:

Action for Pulmonary Fibrosis, Studio 8, Stuart House,
St John's Street, Peterborough, PE1 5DD



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