

Julie's Bicycle

CREATIVE • CLIMATE • ACTION

Communications Lead

Role Summary

Julie's Bicycle (JB) is seeking a visionary Communications Lead to lead and implement our digital-first communications strategy — shaping our brand, campaigns, content, and creative voice. You'll work closely with our senior team and partners to amplify our impact, grow our audience, and tell powerful stories that connect culture to climate action.

Job title:	Communications Lead
Contract:	Full time, permanent position
Location:	Hybrid working: office base is at Somerset House, London: we are flexible on approach, within a hybrid model of in-person & virtual. This can be discussed at interview (*)
Salary:	£43-£45k p.a. depending on experience
Reporting to:	Director of Julie's Bicycle
Start date:	ASAP - depending on candidate's notice period
Hours:	Working hours are 9.30am - 5.30pm, Monday to Friday <i>(requests for flexible working hours will be considered, including requests to work 80% FTE)</i>

Other:

- Annual leave is 25 days per year (pro rata) plus standard bank holidays
- Cultural entitlement of £250 per annum (pro rata) to spend on arts/cultural events & activities
- All employees are able to claim 1 hour a week for personal wellbeing
- Pension scheme enrolment and 6% employer contributions (reviewed annually)

() Access to office space in London is always available to staff who can't or don't want to work from home.*

If you would like this application pack in a different format (e.g. large print or audio file), please email recruitment@juliesbicycle.com.

About Julie's Bicycle (JB)

JB is a leading non-profit putting **climate action at the heart of culture**. We believe that creativity is a powerful catalyst for change — and that the arts and cultural sector has a vital role to play in building a just, regenerative future.

For over 15 years, we've worked with artists, cultural institutions, funders, and policymakers to mobilise creative climate leadership and action through advocacy, research, policy influence, training, path-finding projects and community building. We champion climate justice, centre equity, and believe that environmental solutions must be driven by cultural shifts as well as systems change. For more information on all our programmes, please visit <https://juliesbicycle.com/>.

Communications at JB

This is the perfect time to join JB as Communications Lead. By the time this role starts we will be launching a new brand and website; with associated key messages and audience development priorities. All of this is currently in development with our partners at [Greenhouse](#). This role will benefit from all that ground work and lead on all the communications to bring to life our new approach. It's a moment for the incoming postholder to make a real difference.

The Role

We're seeking a visionary and collaborative **Communications Lead** to lead the next phase of our communications strategy. This role is about more than messaging — it's about shaping a compelling and inspiring public voice for creative climate action.

You will be responsible for our brand, storytelling, content strategy, and creative outputs—ensuring that everything we do reflects our values, amplifies our impact, and deepens our reach across the cultural and climate landscape. You'll also play a key role in supporting our impact including welcoming new cultural organisations, creative practitioners, environmental partners, and funders into our network.

This is a **digital-first** communications role, with a strong focus on content development, storytelling, and designing varied communication campaigns. You'll oversee our editorial voice across blogs, email, social media, and digital content. Alongside our Marketing Lead, you will ensure our insights, tools, and narratives are warm, purpose-focused, clear, accessible, and optimised for reach and engagement. You will be someone who thrives on the combination of ambitious strategic thinking and delivering content and projects on the ground.

You will collaborate with partner organisations to co-create communications, support joint campaigns, and ensure our voice is visible and aligned in the broader climate and culture movement. And while press/media remains part of the role, your primary focus will be digital content, brand positioning, and reaching new audiences.

You will be part of a small Marketing and Communications team and work closely with the rest of JB's 22-person, supportive and mission-driven team.

We encourage people from any background to apply for this post. We are committed to creating a workforce which is representative of our society, and to bringing together those with a variety of skills and experiences to help shape what we do and how we work. We are particularly keen to hear from people of colour and those who self-identify as disabled.

Key Responsibilities

Strategy & Leadership

- Develop and deliver an inclusive, digital-first communications strategy that positions Julie's Bicycle as a cultural leader in climate action.
- Work with senior leadership to drive communications that support organisational growth, impact and fundraising, helping to expand our network and deepen engagement with the arts and cultural sector and the climate and environmental movement.
- Embed climate justice and equity throughout our communications, ensuring our language, images, and stories reflect a diverse, accessible, and fair transition.
- Champion our core narrative: putting climate action at the heart of culture.

Brand, Creative & Campaigns

- Lead on brand implementation, ensuring coherence of messaging and tone across all channels and materials.
- Deliver innovative and values-led communications campaigns in collaboration with partners and internal teams. Lead on key messaging, ensuring we are consistent and confident across all our channels.
- Take a data-led approach to maximise impact of our communications.
- Oversee design and creative production for campaigns, reports and digital content, (working alongside our Marketing Lead and with support from external designers/freelancers).
- Ensure communications projects are managed on time and on budget.
- Develop and implement communications for newer target audiences in particular leaders and change-makers across the environmental sector.
- Collaborate with our Marketing Lead to co-develop mar/comms strategies for individual programmes and projects.

Content & Digital

- Develop engaging, inclusive content across web, blogs, newsletters and social media.
- Shape and oversee editorial calendars that reflect our programmes, partnerships, research, and events.
- Lead on our content management and storytelling strategy.
- Ensure all content is optimised for audience growth, accessibility, and search (SEO), working closely with our Marketing Lead who leads on our overall web and SEO strategy.

- Support on the production of public reports and external briefing materials, ensuring appropriate tone and key messages.
- Manage internal and freelance team members producing social media content.

Partnerships & Profile

- Collaborate with cultural, environmental, and funding partners to co-create shared messaging, campaigns, and communications assets.
- Ensure JB's story, voice, and impact are clearly represented in all collaborations and public-facing materials.
- Support JB's role in coalitions and networks by developing communications that reflect collective aims and shared values.
- Work with the JB team to create and implement a strategy for public-facing thought leadership.

Media & External Relations

- Maintain relationships with relevant journalists and media outlets, responding to media opportunities that align with our strategy.
- Support the Director and other team members with media briefings and public communications as needed.
- When funded opportunities arise, lead liaison with external PR and media consultants.

Team & Collaboration

- Support the management of the Marketing and Communications Coordinator.
- Work closely with all internal teams — partnership, consultancy, research, advocacy, programmes — to align messaging and amplify impact.
- Contribute to organisational learning, planning, and shared values.
- Support the implementation and day to day running of JB's new CRM.
- With the Marketing Lead, strengthen internal editorial and brand sign off processes for all key content.
- Support impact measurement and communication of impact.

Person Specification

Essential

- Substantial experience in a senior communications role, ideally within the cultural, environmental, or non-profit sectors.
- Significant experience in designing and delivering successful communications strategies.
- Exceptional writing, editing, and storytelling skills, with a track record of developing clear, creative, and inclusive content.
- Strong experience in campaign development, brand implementation, visual storytelling, and communications project management.
- Knowledge of content strategy, SEO, and audience engagement across digital platforms.

- Demonstrable ability to embed equity, diversity, and commitment to climate justice into communications practice.
- Collaborative and confident communicator with experience working across teams and with external partners.
- Strategic thinker with a commitment to Julie's Bicycle's mission and values.
- Strong design aesthetic and use of design skills (e.g. Adobe Creative Cloud suite and Canva).
- Strong project management skills: the ability to meet deadlines and work flexibly across priorities in a fast-changing environment.
- Attention to detail and excellent proof reading.

Desirable

- Familiarity with climate and/or cultural policy environments.
- Experience working with funders, public bodies, or large-scale cultural partnerships.
- PR and media relations experience and contacts across digital and print channels
- Design, photography, or multimedia experience (or managing those with those skills).
- Experience contributing to organisational growth and development through communications.

Why Join Us?

At Julie's Bicycle, you'll join a passionate team working at the intersection of creativity and climate action. We offer a collaborative, inclusive, and flexible working culture — where your voice will shape how the cultural sector responds to one of the greatest challenges of our time.

How to Apply

If you'd like to apply, please:

- Complete the application form and equal opportunities monitoring form found on our website [here](#).

Submit these via our application portal **by 11.59pm on Sunday 13th July 2025**.

We are committed to being an Equal Opportunities Employer; we welcome applications from all suitably qualified persons regardless of their race, gender, disability, culture, religion/belief, sexual orientation or age.

Please note, this post is open to people who already have the right to live and work in the UK, as Julie's Bicycle is not currently in a position to sponsor a work visa.

A note on AI

While we understand that some people may use AI tools for accessibility (and recognise and support that many assistive technologies may use elements of AI), we ask candidates to consider what tools are most appropriate during the application process. For example, we

recognise the value for many people of machine learning language tools like Grammarly. On the other hand we would discourage the use of generative AI tools in writing your application, as we'd like to understand your personal interest in working for Julie's Bicycle, and be able to understand your non-AI-assisted communication skills just as they are. We also recognise that for many of the people and creative communities we work with, the rise of generative AI poses a threat to their livelihoods, while the environmental impacts of AI are only set to grow: this means we also have a responsibility as Julie's Bicycle to consider where and when (and if) we use AI in our work.

Thank you for your interest in working at Julie's Bicycle.
