

Freelance Communications Manager

Introduction

Oxford Parent-Infant Project (OXPIP) is a nationally regarded charity providing free parent-infant psychotherapy to support the developing relationship between parents and their forthcoming or new baby.

This role is kindly funded by the Step Change panel of Oxfordshire Community Foundation. This project aims to expand our reach through co-produced preventative resources for parents, and the co-creation of free training for Oxfordshire's children and families' workforce.

We aim to co-create accessible, inclusive, and trauma-informed communications materials that help parents understand parent-infant relationships, support themselves or others, and know when and where to seek help.

Safeguarding

OXPIP is fully committed to safeguarding and protecting the welfare of all children and taking all reasonable steps to promote safe practice and protect children from harm, abuse and neglect. OXPIP recognises its duty of care to safeguard children as detailed under the Children Acts' 1989 and 2004 and Working Together to Safeguard Children 2015. OXPIP acknowledges its duty to act appropriately with regards to any allegations towards anyone working on its behalf, or towards any disclosures or suspicion of abuse. OXPIP supports and adheres to the United Nations Convention on the Rights of A Child (UNCRC).

OXPIP believes that:

The welfare of all children and young people is paramount. We treat infants as individuals entitled to dignity and respect.

Every child has the right to equal protection from harm or abuse.

Some children are additionally vulnerable because of the impact of previous experiences, their level of dependency, communication needs or other issues.

Working in partnership with children, their parents, carers and other agencies is essential in promoting young people's welfare.

We are all responsible for raising awareness of best practice.

Safety is the responsibility of all members of OXPIP.

We adopt and apply safer recruitment practices for all staff, trustees and volunteers.

Please refer to OXPIP's Safeguarding Policies for more details by clicking [here](#).

Equality and Diversity

OXPIP is committed to eliminating prejudice and discrimination in all its work, including in recruiting, promoting and developing staff. We are committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all staff and job applicants. We aim to create a working environment in which all individuals are able to make best use of their skills, free from prejudice, discrimination or harassment, and in which all decisions are based on merit. OXPIP will recruit the person who best matches the requirements of a vacant post. Please refer to OXPIP's Employment and Diversity Policy for more details by clicking [here](#).

Role Title:	Freelance Communications Manager
Location:	This project will be based in Oxfordshire. Some in-person meetings will be required, especially during the co-production activities with parents. However, much of the work can be done remotely.
Base:	Main OXPIP office, Kidlington with flexible hybrid working as appropriate
Responsible to:	CEO and Project Delivery Manager
Liaison with:	Within OXPIP: • CEO and Project Development Manager • Wider OXPIP Team Outside OXPIP: • Parents • Professionals
Purpose of the Role:	We are seeking a Freelance Communications Manager to lead the development of new public-facing content that authentically reflects the voices of parents and practitioners. You'll work closely with our freelance Parent Participation Manager, clinicians, and Project Delivery Manager to co-create materials that are emotionally resonant, clinically accurate, and sensitive to the needs of diverse families.
Contract value:	Up to £3500, freelance, Jan–Dec 2026. We expect this project will require around 56 hours (equivalent of 7.5 days) worked flexibly during the lifespan of the project.
How to Apply:	Please send your CV and a short cover letter outlining your experience and interest in the role to recruitment@oxpip.org.uk by 9am Monday 17th November 2025. Informal enquiries are welcome via the same email. PLEASE NOTE THAT THIS APPLICATION WINDOW MAY BE CLOSED EARLY IF WE RECEIVE A LARGE VOLUME OF SUITABLE APPLICATIONS
Timeline:	Timeline to be finalised in negotiation with other freelance project staff: • Jan–April: Collaborate with Parent Participation Manager and Development Manager to gather insights and begin drafting content • June–October: Finalise materials. Prepare and conduct audience testing • Oct–Nov: Refine content based on feedback • Dec: Support launch of communications materials

Key responsibilities:	• Collaborate with parents, clinicians, and project colleagues to co-produce written and visual content for OXPIP's website, social media, and printed materials. There is a small additional budget for comms asset production if parents tell us they want video content. • Translate complex psychological and therapeutic concepts into accessible, inclusive language suitable for a wide range of parents and carers. • Ensure all communications reflect trauma-informed principles and are sensitive to lived experience, mental health, and early relational challenges. • Research and select appropriate imagery, tone, and formats that resonate with diverse audiences, including underrepresented groups. • Draft, edit, and refine content based on feedback from parent focus groups, and work with the project team to conduct audience testing. • Work with our website developer to ensure content is well-integrated and user-friendly. • Support the planning and execution of a communications launch in December 2026. • Maintain compliance with safeguarding, confidentiality, and data protection policies throughout.
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Requirements	Essential / Desirable	Method of Assessment
Qualifications		
Educated to degree level or equivalent experience in communications, journalism, public engagement, or a related field.	Essential	Application/ Interview
Evidence of continued professional development in communications, digital media, or early years/mental health sectors	Desirable	Application/ Interview
Experience		
Proven experience in communications, content creation, or public engagement, ideally within the charity, health, or social care sectors.	Essential	Application/ Interview
Experience working on co-production or lived-experience projects, particularly involving vulnerable or underrepresented groups.	Desirable	Application/ Interview
Experience translating complex or sensitive subject matter into accessible public-facing content.	Essential	Application/ Interview
Experience collaborating with multidisciplinary teams including clinicians, service users, and technical specialists	Essential	Application/ Interview
Skills, knowledge and competencies		
Excellent written communication skills with the ability to translate complex psychological concepts into accessible, warm, and engaging language.	Essential	Application/ Interview
Ability to co-create content with people with lived experience, ensuring their voices are authentically represented.	Desirable	Application/ Interview

Requirements	Essential / Desirable	Method of Assessment
Skilled in selecting appropriate imagery, tone, and formats for diverse audiences.	Essential	Application/ Interview
Competence in using digital platforms, social media, and basic design tools (e.g., Canva, Adobe Express)	Desirable	Application/ Interview
Ability to work independently, manage deadlines, and collaborate effectively with multidisciplinary teams.	Essential	Application/ Interview
Confident in giving and receiving feedback and refining content based on audience testing.	Essential	Application/ Interview
Confident at using MS Teams	Essential	Application/ Interview
Personal Qualities		
Emotionally intelligent and sensitive to the needs of parents with lived experience of relational or mental health difficulties.	Essential	Application/ Interview
Committed to equality, diversity, and inclusion in all aspects of communication.	Essential	Application/ Interview
Creative, thoughtful, and reflective in approach to language and design.	Essential	Application/ Interview
Professional, reliable, and respectful of boundaries and confidentiality	Essential	Application/ Interview