



# Head of Army Cadets Media and Communications

40 hours per week. Permanent contract

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<b>Department:</b>	Army Cadets Media and Communications	<b>Level:</b>	Leadership-3
<b>Reporting to:</b>	Director of Development	<b>Location:</b>	GU11 2HS

## Job Description

### Purpose of the Post

The Army Cadets Media and Communications Team is a department of ACCT UK that acts like a marketing and creative agency in providing a full suite of media and communication support activity to the Army Cadets. The Head of Army Cadets Media and Communications leads this team of marketeers, media and communication specialists, working in partnership with all levels of the Army Cadets organisation to:

- Actively maintain high levels of public awareness of the Army Cadets, its aims and activities, in support of the attracting more cadets and suitable adult volunteers to the organisation.
- Demonstrate the value and relevance of the Army Cadets to help retain and extend the current level of financial and other support from Defence, local communities and key stakeholders.
- Deliver effective and timely national external communications through a range of channels to promote the aims and activities of the Army Cadets.
- Drive effective internal communications to members of the Army Cadets to support the planning and delivery of cadet activity.
- Provide support and expert guidance to those delivering external and internal communications at the national, regional and local levels in the Army Cadets.
- Modernise the Army Cadets communications offerings to ensure keep up with consistent updates in the media & marketing space.

## Head of Army Cadets Media and Communications Job Description – March 2026

Holderness House, 51-61 Clifton Street, London EC2A 4DW. [acctuk.org](http://acctuk.org)

Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)

## Principal Responsibilities

### Communications Plans and Campaigns

- Delivering clear communication strategies and plans to meet the Army Cadets' organisational goals, keeping key stakeholders apprised of new developments.
- Building campaigns that drive ongoing engagement with the Army Cadets by appealing to key stakeholders and the wider community. Analysing campaign performance and applying improvements to future campaigns were required.
- Providing effective support and campaign creation to attract and recruit suitable adult volunteers and new young people to meet key organisational recruitment targets.
- Develop and maintain the strategic communications, marketing and engagement plans for the Army Cadets.
- Acting as a brand guardian for the Army Cadets brands to ensure they are consistently applied across the two disparate national organisations and maintaining the associated brand centres.

### Media Management

- Leading on the development and delivery of national, proactive media stories.
- Monitoring and advising on responses to media enquiries, ensuring permissions to film and liaising with the internal stakeholders and the film companies involved.
- Providing professional advice, support and training to the ACF network of volunteer Regional and County Media Officers (CMOs) and deliver the annual Media Officer's Conference and other key events.
- Being the key liaison with Army Communication for Army Cadets crisis management communications.
- Management of the PR Agency to share good news stories about the Army Cadets to key audience groups increasing brand perception scores.

### Branding

- Overseeing the Army Cadets brand.
- Working effectively with both our internal creative team and a select range of agencies to deliver digital and print materials and marketing services.

### Digital Marketing

- Delivering and monitoring the output of the Army Cadets national website, ensuring search engine optimisation good practice is used when writing for websites, the site is kept up to date with new stories and updates to the core site.
- Creating a digital strategy for the Army Cadets to increase website traffic and improve conversion rates of applications of both cadets and adult volunteers.

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- Driving and developing strategy for the social media channels, reviewing and revising content as appropriate, agreeing paid digital media advertising plans to ensure increased reach, engagement and conversion.
- Delivering and monitoring all social influencer programmes, building mutually beneficial long-term relationships, and partnering with regions and affiliates to engage with influencers and deliver timely and relevant high impact content.
- Monitoring the performance of print publications, e-newsletters, websites and social media channels to inform future developments.
- Creation and implementation of a digital PR strategy to increase brand awareness and digital presence.

### **Ambassador Management**

- Creating and maintaining overall ambassador strategy for continuous brand awareness and growth.
- Managing the overall ambassador recruitment process, strategy and outputs to enhance the outward reach of the key stories of the Army Cadets.
- Working with Army Cadet Ambassadors for annual events with additional PR output.

### **General**

- Any other commensurate task as directed by line management
- To undertake appropriate personal development to maintain and develop skills and knowledge to ensure full effectiveness within the role.
- Will require the use of MOD vehicles to fulfil their role.

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## Qualifications, Skills and Experience

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> <li>• A recognised qualification or proven success in communications and / or marketing.</li> </ul>	Evidence of continuing personal and professional development.	Application, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> <li>• Hands on digital marketing / communications experience</li> <li>• Experience of PR and communicating with the media to generate positive coverage for the Army Cadets.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of line management</li> <li>• Experience within the charity or not-for profit sector</li> <li>• Knowledge of the youth environment</li> <li>• Knowledge of the uniformed cadet forces</li> <li>• Experience / understanding of internal comms</li> <li>•</li> </ul>	Application, interview, references
Skills and ability	<ul style="list-style-type: none"> <li>• The ability to work effectively as part of a broader team within a complex, multi-site organisation.</li> <li>• Planning, project management and organisational ability.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Demonstrable experience of delivering a wide range of media and comms materials to a high standard.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Information gathering and analysis skills</li> </ul>	Application, interview, references

## Head of Media and Communications ACF Job Description – March 2026

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