



Senior Communications Lead

November 2025



Action for a Fair Water Future

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Background

Water Witness is an innovative Edinburgh-based charity leading action, research and advocacy for a fair water future - where all people can access the water needed to thrive, and are protected against floods, drought, pollution, ecosystem degradation and water conflict.

We stand with those at the sharp end of the global water crisis to shine a light on its impacts, to understand its root causes and to activate an effective response. We work with inspirational local partners to trigger social justice and system change to ensure sustainable management and equitable use of the world's most precious resource.

Since 2009, our team has been working to improve water security by driving improved policy, practice and investment, building new approaches and communities of practice, and holding duty bearers to account for improved performance on water. Our hands-on field experience is backed up by cutting-edge research and global analyses, and this provides us with a clear understanding of the action needed to deliver on the water-related Sustainable Development Goals.

Our 2030 strategy builds on our track record as a dynamic NGO which unlocks improved water resource governance and water security for vulnerable communities. In the decade ahead we will work with our partners to focus on the following five imperatives:

1. **Accountable governance:** to implement effective and equitable water policy and law
2. **Progressive financing:** to unlock funding and financial incentives for water security
3. **Redefining corporate responsibility:** to transform private sector behaviour for shared water security
4. **Confronting climate chaos:** to prevent catastrophic water shocks and build resilience
5. **Activating people power:** to trigger political, social and economic change for water security.

We are now seeking an exceptional individual to help us inform, inspire and engage key audiences, and activate people power with impactful, evidence-based communications and campaigns.

The Role

Job Title:	Senior Communications Lead
Place of Work:	Hybrid- min. 3 days per week in the Edinburgh office
Pay:	£48,050 plus benefits including 8% pension contribution, 28 days annual leave + bank holidays, Employee Assistance Programme and more
Reports to:	Director of Public and Political Engagement
Term:	Full time, permanent (35hours/wk). We have a flexible working policy and can consider flexible working requests.

Job Summary and Purpose

Activating people power is a core strand of our strategy, and we are seeking an energetic and enthusiastic individual to lead our communications function in our small but mighty team. We need an experienced, innovative and proactive comms all-rounder with a passion for our mission, and the ability to reach audiences with the right information, in the right way, in the right place and at the right time to activate public demand and political action- for a fair water future for all. This senior role will lead our press, social media, content and digital approaches to grow awareness in key audiences, build our brand, land our policy asks, and deliver measurable public and political engagement.

You'll bring your talent for identifying and landing press stories, your experience of creating great content that cuts through, and your expertise in purposeful storytelling that informs, inspires and engages target audiences. We'll support you with development opportunities, trust in your authority, and a brilliant working culture with a bundle of staff benefits. We live our core values: Justice, Tenacity, Truth and play to our strengths: Strategic, Resilient, Influential &Trusted.

If you're an experienced NGO comms professional or journalist who can demonstrate a track record of comms that influence real world change, we want to hear from you. Even if you don't match every single one of the items on the person spec, please tell us about your relevant experience and transferrable skills.

Key working relationships and logistical arrangements

This senior role sits alongside our Advocacy and Engagement Manager within the Public and Political Engagement team, reporting to the Director of Public and Political Engagement. This role will work closely with colleagues in the Research and Policy team, and the Operations team, as well as our international colleagues and partners. It's a hybrid role, with three days per week in the Edinburgh office. Occasional travel within the UK and Europe, and to **Africa, Asia and South America**, will be required.

Role Description

This senior role will lead our comms function, with responsibilities including:

Press office ~40%

- Lead development and delivery of WWI press strategy, including identifying and landing proactive and reactive press stories in target UK and international media
- Developing and maintaining relationships with key journalists, as primary point of contact for press engagement (including contributing to out of hours cover)
- Monitoring emerging media stories, briefing internal and external stakeholders, and tracking and reporting WWI coverage
- Coordination with the research, advocacy, operations and international teams on story development, target audiences and policy key messages

Content and social media ~40%

- Collaborating with international WW teams and partners to identify stories for multimedia content, and deliver written, video and photographic outputs for press, social media and digital channels
- Development and delivery of a multi-channel content plan, identifying informative, inspiring and engaging ways to grow awareness, support and action, across owned, earned and paid media
- Ensuring key messaging, brand identity and priority policy asks embedded effectively and consistently across all WW outputs
- Ownership of our social media channels, website, mailing list, and digital platforms including Exposure and Medium, with responsibility for growing audiences and increasing engagement and conversion

Other ~20%

- Helping shape and deliver the overall WWI communications and engagement strategy, including development of specific comms plans around key moments such as UN conferences, report launches or campaign activations
- Collaborating with and supporting international teams, partners and networks with communications and influencing skills -including training and strategy support
- Collaborating across policy and research, advocacy and programmatic teams to identify stories, create influential content that foregrounds the voices of communities, and takes research from page to policy
- Supporting the design and delivery of events for public and stakeholder

engagement

- Representing WWI externally, in coalitions, in the media and in meetings
- Occasional travel for content gathering, conferences, partners support/training, or other strategic priorities, including to Africa, Asia and South America
- Managing external suppliers such as designers, videographers and photographers
- Ensuring best practice in ethics and safeguarding in content gathering and media
- Other activities as needed to support successful press, comms and audience engagement for WWI's strategic objectives

Person Specification

Essential:

- Five years' experience working in a similar role, either in an NGO setting or media/digital media outlet
- Good understanding of the current international development landscape, as well as the opportunities and challenges of the current news media landscape, and the role of social and digital channels in audience engagement
- Demonstrable ability to turn complex issues into compelling, newsworthy content that cuts through- engaging public and political audiences, and landing press stories
- Strong existing relationships with influential UK and/or international print, online and sectoral press
- Experience developing and managing social media and digital channels and analytics
- A creative, proactive, and a solutions-focused approach, with the ability to manage unpredictable and busy workloads with minimal supervision
- Excellent written and spoken English, with proven ability to write copy, edit and publish for print and digital. Experience in producing multimedia (films, graphics, animations, websites, podcasts) is also highly desirable.
- Commitment to WWI's mission, DEI, and ethical, decolonial storytelling

Desirable:

- Experience working across international and diverse teams
- Experience in designing and delivering comms training
- Degree or other qualifications relevant to the role



How to apply

Please provide a CV and cover letter in ONE single document. The cover letter should be no more than two pages long, and should explain why you want to work in this position, clearly setting out how your skills and experience meet the job description and person specification.

Please send this to jobs@waterwitness.org by the closing date.

NOTE: APPLICATIONS WHICH DO NOT MEET THESE REQUIREMENTS WILL NOT BE CONSIDERED

Timeline:

Closing date:	11.59pm 11th January 2026
Interviews:	w/c 26th January 2026 (TBC)
Expected start:	February 2026

Equality Statement

Equality and diversity are at the core of Water Witness' values. We are committed to equal opportunities for all, and to welcoming people from a wide diversity of backgrounds, cultures and experience. On this occasion only those with an existing right to work and live in the UK should apply.

If you require any reasonable adjustments to support your participation in the recruitment process, please contact at jobs@waterwitness.org

Selection Process

We will only use the information you provide to process your application. For more details on how we use your information, see our [applicants privacy notice](#). By emailing us, you are permitting us to use the information you have provided for recruitment purposes. Shortlisted candidates may be required to undertake an additional assessment prior to final interview.