

HEAD OF COMMUNICATIONS

£38,000 – £43,000 (*depending on experience*)

PERMANENT, FULL TIME, JANUARY START

WHO WE ARE

24-7 Prayer is an international, interdenominational prayer movement, with a vision to revive the church and rewire the culture through non-stop night and day prayer.

We started in 1999, when a simple student-led prayer vigil went viral and groups all over the world joined in to pray. Now, over two decades later, thousands of communities have taken part in 24-7 Prayer in churches, communities and cities in over half the countries on earth. From apps and courses to prayer rooms and blogs; we exist to help people pray.

THE ROLE

The post holder is responsible for capturing and maintaining the big story (why) of the movement and ensuring all internal and movement-wide communication reinforces it. The role provides leadership and mentoring on messaging, reputation, and organisational communication frameworks, while also owning the comms CRM strategy, audience segmentation and 'customer' journeys to ensure we communicate effectively and efficiently across a diverse global movement.

The Head of Comms is a peer alongside the Head of Marketing, the Head of Creative Services and the Head of Fundraising. There will be no line managing responsibilities initially, however the team will grow as needs evolve. The role focuses on organisational messaging, strategic clarity, and the systems that enable excellent communication across the movement. It does not include fundraising, product or sub-brand communications.

To view the full job description and to apply for the role, please visit our website www.24-7prayer.com/jobs. When prompted in the application process, please upload*:

1. Your **CV**
2. A 1-page **covering letter** explaining why you are suitable for the role and why you would like to work at 24-7 Prayer

**If you do not upload both pieces of documentation your application will not be taken further.*

Closing date for applications: Sunday 15th November 2026

Interviews: W/b 23rd November 2026

Please note that this role holds an occupational requirement for the post holder to be a practising Christian with a living relationship with God, living in accordance to biblical principles. This is in accordance with Schedule 9 of the Equality Act 2010.

Our offer to you:

- **Being part of a team:** as we seek God's kingdom through prayer, mission and justice. We are highly relational, and we're committed not just to supporting others to pray, but to being shaped by a culture of prayer ourselves.
- **Flexible working:** we care about your wellbeing and encourage flexible work arrangements such as hybrid working to promote work-life balance.
- **Leave:** 25 days of AL days, which increases with service, in addition to bank holidays (pro-rata for part-time work).
- **Retreat days:** 6 days a year (pro-rata for part-time work).
- **Family friendly policies:** such as flexible working, maternity policy, parental leave.
- **Pension Scheme:** We offer a group stakeholder pension scheme with a 7.5% employer contribution on qualifying earnings and an employee contribution of 4–9%.
- **Training** opportunities.
- **Life Assurance:** upon death while in service, the payment covers three times the value of the employee's annual salary.
- **Employee Assistance Programme** through Spark.
- **Complimentary ticket** to attend Wildfires festival and our International Gathering.

Job Description

Job title:	Head of Communications
Salary:	£38,000 – £43,000 (depending on experience)
Contract type:	Permanent, Full time
Line managed by:	Development Director
Role Scope:	International

Role Description:

The Head of Communications will steward the story, culture and values of 24-7 Prayer, ensuring clear, compelling and consistent messaging across our global movement. They will lead internal and movement-wide communications, advise on reputation and crisis management, and oversee audience segmentation to ensure we communicate effectively and build connection across our diverse global movement.

Primary Objectives of the Role:

1. Capture and steward the 24-7 Prayer overarching story, culture and values. Ensuring a clear, compelling and theologically grounded story of who we are and what we exist to do is reflected consistently in leadership communication, internal messaging and movement-wide moments.
2. Lead internal and movement-wide communication strategy. Ensuring staff, the movement and national leaders receive clear, timely and coherent movement communications that strengthen unity, understanding and alignment across the movement.
3. Own comms CRM strategy and audience segmentation. Ensuring we make the most of the data available to us. This includes overseeing the design and management of user journeys, to maximise people's connection with the movement and preventing message overload across a complex global movement.
4. Provide leadership on crisis and reputation management. Acting as the organisation's advisor on sensitive issues, public statements and high-impact communication moments, and maintaining preparedness through clear protocols and guidance.

Key Responsibilities:

1. 24-7 Prayer overarching story

- Develop a close working relationship with the CEO, Exec Team and Founders of 24-7 Prayer, to create work that reflects their views of the 24-7 Prayer narrative.
- Capture, steward and articulate the organisation-wide narrative, culture and values.

2. Internal & Movement-wide Communications

- Lead communication strategy for both the staff team and movement wide audiences to increase the sense of connection across the global movement which has many facets, e.g. communicating to movement leaders and the current weekly email.
- Lead on producing culturally sensitive communications.

3. Executive Communications

- Support senior leaders with statements, and high-level communication needs.

4. Crisis & Reputation Management

- Lead organisational crisis communication planning and response.
- Act as the primary advisor on reputational risk, public statements, and sensitive issues.
- Develop and maintain crisis communication protocols and preparedness.
- Commission and work with reputational PR agencies as necessary.

5. CRM Audience Ownership & Audience Segmentation

- Implement the organisation's CRM strategy (owned by IT) to ensure audiences are correctly segmented and receive the right communications.
- Lead on audience segmentation frameworks, ensuring clarity on who we communicate with, why, and how.
- Work closely with Marketing and Fundraising to ensure segmentation informs external communication, including frequency, cadence and user journeys.

5. Cross-Organisational Collaboration

- Work closely with Marketing and Fundraising to ensure CRM strategy, segmentation, and communication governance support effective external communication without creating bottlenecks.
- Provide strategic oversight on *how* audiences are communicated with (frequency, segmentation, user journeys).

Essential Skills & Experience

- Significant experience (5 years) in strategic communications, movement communications and organisational messaging.
- Strong experience managing internal communication across complex, global and movement led organisations.
- Demonstrated ability to lead crisis communication and reputational risk management.
- Experience owning audience CRM strategy or working closely with CRM systems and audience segmentation.
- Exceptional written communication skills, with the ability to craft clear, compelling, and sensitive messaging.
- Strong stakeholder management and the ability to influence senior leaders and volunteer groups.
- Ability to bring clarity in complexity and communicate across diverse audiences, including listening to the voices on the margins of the movement.

Additional Comments:

- The Postholder will be expected to maintain a living relationship with God and live consistently according to biblical principles.
- Reasonable time will be given for retreat, prayer and personal spiritual development in liaison with your line manager.

- The role requires a commitment to be in-person at staff events in the UK office a minimum of 1 per month.
- The post-holder will be expected to display high levels of cultural intelligence and maintain a commitment to diversity ensuring that voices within the movement are heard and valued.