



The Connection Project – Head/Director of Media

We're a new non-profit with big ambitions. Working with major banks, telcos, broadcasters and charities, we're setting out to build a digital society in the UK that works better for everyone.

We're looking for someone with exceptional news judgement. Find the story, shape the angle and land it. Everything else in this role – our online presence, our events, our published arguments – flows from that same instinct for what matters and what will land.

We need someone who understands how reputations are built and maintained. Someone who can build trusted relationships with journalists and people of influence, spot opportunities and maximise the airtime we win. That instinct should run through everything else we put into the public domain, not just our press and social media work.

You might be a brilliant press or communications professional. You might be an experienced journalist who fancies using those instincts from the other side. What we don't want is someone who writes a media strategy and leaves us to implement it, or who writes great LinkedIn posts without thinking about the wider strategy.

What matters is judgement, ideas, relationships, brilliant writing, and being prepared to roll your sleeves up.

From October 2026 / 2–5 days / London/hybrid

- **Location:** Hybrid — office in central London with a weekly team day, regular travel to Westminster, occasional trips further afield
- **Reports to:** CEO
- **Contract:** Fixed-term to April 2026, with potential for extension (see note on job security below)
- **Salary:** We have a fixed employment-cost budget of up to £100k, including employment costs. So we're happy to employ someone person full-time, or for fewer days from someone with considerably more experience, as long as it does the job we need. For IR35 reasons, however, this would need to be a PAYE role.

What you'll do:

- **Find, shape and land our stories** – representing us to journalists, spotting story trends, threats and opportunities before they land, and working through both on-record statements and background briefings until we're the go-to organisation on the issues we care about.
- **Advise our senior team and keep our message consistent** – acting as a trusted advisor to the team on their media activities, and developing the messaging

frameworks and audience segmentations that keep our story straight everywhere it's told.

- **Build our wider public voice** – developing a plan for sustained communication on priority themes and events, taking our online presence to the next level, and supporting colleagues on Connection Project publications so our tone and argument stay consistent.
- **Coordinate and manage risk** – working closely with colleagues so political and public messaging reinforce each other, managing any external PR support for value and consistency, and flagging media and online risks to the CEO and Board early.
- Work closely with the team to **ensure political and public messaging are aligned** and mutually reinforcing.
- **Monitor and report on the media and online landscape**, flagging emerging issues early.

About you:

- Exceptional news judgement – an instinct for what is and isn't a story, and how to shape one once you've found it.
- A strong track record in media, PR, communications or journalism, with established relationships with journalists and opinion-formers and a sharp understanding of the media landscape.
- Excellent written and verbal communication skills, sound judgement and discretion, and the ability to operate effectively under pressure.
- Experience advising senior leaders for high-stakes engagements, a collaborative approach to working across teams and partners, and a genuine commitment to digital participation and our mission.

We're interested in applicants who are at any stage in their career, whether that's between jobs or returning after time away, or who simply want some flexibility (two or three days, or school hours only).

There is one other important thing to know. We hope this role will be long term, but we can't promise that today. So we are not looking to persuade someone to leave a great, secure permanent job.