



Senior Communications Manager

About Leather Working Group

Leather Working Group (LWG) is a global not for profit multi-stakeholder initiative that supports and encourages the use of responsibly made leather as a sustainable material by inspiring, educating, and challenging those that produce and use leather. Through collaboration, convening, and standard setting, we are collectively creating a transparent leather value chain that achieves positive impacts aligned to the Sustainable Development Goals.

The Role

The Senior Communications Manager plays a pivotal role in helping to shape and deliver Leather Working Group's (LWG) brand, communications, and approach to stakeholder outreach and collaboration. This role leads the development and execution of an integrated communication plan that supports and amplifies LWG's work and communicates its value to members and partners.

The role oversees key activities including communication planning for all channels, media relations, event communications, and the creation of high-quality assets.

As a senior member of the organisation, the Senior Communications Manager will be required to represent LWG at external events and may deputise for the Director of Communications when required.

This is a high-impact role for a strategic communicator who's passionate about sustainability, enjoys working in a collaborative environment, and is driven by purpose. It requires a thoughtful approach to connecting with our community and partners, grounded in our values and ideally shaped by experience in the nonprofit or leather industry space.

Main responsibilities

Strategic Communication & Brand Champion

- Lead communication planning, ensuring consistent identity, creative direction, and engagement across all touch points
- Support the development and implementation of the annual communications strategy, ensuring it aligns with LWG's goals and objectives.
- Own the member value proposition from a relationship perspective, ensuring all communications clearly articulate the benefits and impact of membership



- Identify opportunities to represent LWG through collaborative partnerships, industry platforms and external events
- Champion internal brand alignment, working with cross-functional teams to ensure brand and values consistency in all member-facing materials
- Monitor trends and industry insights, applying best practices and innovations to keep LWG's communications fresh and relevant

Content & Campaign Management

- Develop and implement integrated content strategies across direct mail, social media, and website
- Provide communications support to other departments, including content creation, training materials, and campaign coordination
- Oversee campaign performance reporting and provide actionable, data-driven insights
- Manage and maintain marketing collateral, including the shared Asset Bank, and brief the creation of new materials
- Support and coordinate required collateral, (for example presentation decks / videos) for events and strategic initiatives

Media, PR & External Communications

- Support the Director of Communications with proactive and reactive media outreach and response
- Represent LWG at industry events and new member representation, in support of Membership Services

Event & Stakeholder Engagement

- Supported by the Communications Team Co Ordinator, enable webinars, online events, and all related communications
- In line with strategic aims of the organisation, manage operations and communications for in-person stakeholder meetings and LWG exhibition events in with support from Communications Co-ordinator

Leadership & Team Management

- Line manage the Communications Team Coordinator



- Mentor and develop junior team members, fostering a collaborative and high-performing communications function
- Act as deputy for the Director of Communications in internal meetings when required

External Partners & Agency Management

- Manage external agency relationships as required (e.g., website, design, CRM)

Measurement & Reporting

- Establish KPIs for Communication initiatives and report progress to the senior management team and Board as required

Key Skills & Experience

- Proven experience leading integrated communications and content strategies in the environment or sustainability space
- Strong brand, media, and storytelling skills to communicate values and impact clearly
- Skilled in digital communication, data-driven campaigns, and content tailored for web, social, and stakeholder channels
- Experience with CRM systems (e.g., Salesforce, HubSpot).
- Confident spokesperson with experience in press, events, and high-level stakeholder engagement
- Strong project management skills, including campaign delivery and external agency coordination
- Collaborative team player with experience managing junior team members, and working across departments, including senior leadership
- Background in not-for-profit or mission-led organisations, with a deep understanding of value-based communication
- Familiarity with sustainability, supply chains, or leather industry sectors is a plus.

Benefits

Leather Working Group is a remote organisation, with some travel required for in-person team meetings. This is a full-time role.

Annual Salary: £70,000

Additional benefits include private medical insurance, life assurance and income protection.



To Apply

Please submit a CV together with a covering letter outlining your experience and interest in Leather Working Group to Debbie Burton, Director of Communications.

debbie@leatherworkinggroup.com

Closing date: Friday 13th June 2025

Our Values

At Leather Working Group, we are committed to fostering a responsible, open, and respectful environment where each team member can thrive and contribute to meaningful progress.

Our values guide our actions, our interactions, and our shared goals as we work together to make a positive impact.