

PR & Communications Lead (Voluntary)

Role type: Voluntary, Remote

Time commitment: Part time: 3–5 hours per week (flexible)

Initial term: 6–12 months (with potential to evolve)

A Touch of Gentleness is a non-profit CIC shaping a more compassionate culture by putting gentleness, presence, and human connection back at the heart of society, organisations, and everyday life.

You will be joining at a pivotal stage of our development, helping to shape how the organisation grows and sustains itself while staying true to its founding values. Through thoughtful communication and meaningful relationships, you will help ensure our work becomes more visible, widely understood, and supported by those who resonate with our purpose.

KEY RESPONSIBILITIES

- Shape and communicating our core messages in ways that strengthen public profile and credibility.
- Build relationships with journalists, producers, presenters and podcast hosts.
- Prepare thoughtful pitches and identify opportunities to share our work more widely.
- Identify and connect with organisations, networks and individuals aligned with our values
- Support conversations that may lead to partnerships, sponsorship or future support
- Work closely with the founder to ensure communications remain grounded, authentic and consistent.

What success looks like:

- Increased meaningful media presence.
- A growing network of warm, aligned relationships.
- Partnerships forming with organisations and individuals that could support the organisation's sustainable growth.

PERSON SPECIFICATION

You resonate deeply with gentleness, compassion and human connection as serious, practical values, and you communicate them with clarity and credibility. You bring integrity, warmth and professionalism.

Skills and Experience:

- Experience in PR, communications, journalism, or media relations.
- Strong written and verbal communication skills.
- Confidence initiating conversations and building relationships.
- Strategic thinking and the ability to work independently.





- Experience with purpose-led or social impact work is desirable.

WHAT WE OFFER

- Meaningful work aligned with deep human values.
- Direct collaboration with a founder-led organisation.
- The opportunity to help shape the visibility of a growing movement
- A role with real influence at a formative stage.

HOW TO APPLY

If this feels like work you would be proud to do, please send a short covering letter to Helen detailing your suitability for the role and reasons behind your application along with your CV.

Please apply by email to: info@atouchofgentleness.org

Application Deadline: 31st March 2026

We review applications as they arrive and aim to respond within two weeks.

www.atouchofgentleness.org

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