



Director of Communications

Candidate
information



Contents.

Welcome	03
About Black Equity Organisation	04
Why Now (key statistics)	05
Our core proposition	06
Our six key mandates	07
Job specification	08
Offer to BEO staff	11
BEO Board of Trustees	12
How to apply	14

Welcome.

I am delighted that you are considering the role of Director of Communications at Black Equity Organisation (BEO). It is an opportunity to be at the forefront of a movement dedicated to advancing racial equity and making the UK a better and fairer country for Black people.

At BEO, we exist to dismantle systemic racism and create lasting change for Black communities across Britain. For too long, institutions and systems, whether in education, employment, healthcare, or the justice system, have disproportionately failed Black people, limiting opportunities and reinforcing structural inequalities. Through advocacy, research, community empowerment and strategic partnerships, we are shaping a society where Black people can thrive, not just survive. Our work spans economic justice, education, health equity, housing and justice reform, ensuring that fairness and opportunity are not privileges, but rights.

This role is at the very heart of our mission. As Director of Communications, you will shape our voice, amplify our impact and mobilise communities, stakeholders and decision-makers to drive meaningful change. By building strong cross-sector partnerships and by placing BEO at the heart of government, you will ensure we can best advocate for Black communities in the UK, hold powers to account and dismantle the structural racism that still exists in so many of our institutions and public systems. Through effective, hard-hitting campaigns, you will also create a greater movement behind our mission and ensure the rights of Black people are not suppressed within an increasingly hostile and divisive global political landscape.

We need a bold, creative, and strategic communicator, ideally with an understanding of delivering impact within charity campaigns environments. You will bring broad communications and engagement experience, from media relations and digital campaigns to stakeholder engagement and grassroots mobilisation. You'll know how to navigate complex issues, manage reputational risk, and amplify the voices of those who need to be heard the most. You will be someone who can turn vision into influence, data into stories, and passion into mobilisation. In return, we offer you the chance to work alongside a dedicated, mission-driven team, in an organisation that values courage, authenticity, and collaboration. You will have the freedom to innovate, the support to grow, and the platform to make a lasting impact.

If you believe in the power of communication to drive generational change, if you are ready to lead transformative engagement strategies, and if you are excited to be part of a movement for change, then we would love to hear from you.

Thank you for considering this opportunity. I look forward to welcoming you on this journey.

With best wishes,

Timi Okuwa

Chief Executive Officer



a credible, national
advocate for the
self-determination of
Black people
in Britain.

About Black Equity Organisation.

BEO is an independent, national Black civil rights organisation created to dismantle systemic racism in Britain, drive generational change and deliver better lived experiences for Black people across the country.

2020 placed a bold spotlight on the structural racism which continues to affect Black communities and which is endemic throughout UK society. Yet there exists within all corners of our society a strong momentum and willingness for change. However, willingness alone will not be enough to tackle the deep roots of racism in the UK. It will require much more including focus, organisation, resources and importantly, leadership.

BEO has been founded as an independent, credible and pre-eminent national civil rights organisation in order to address these issues and to meet this need. BEO will be an organisation with national scale and international reach that can engage Black communities, the general public and private, public and third sectors to advance justice.

Our Mission

We exist to promote economic, legal social and political equity for Black communities in Britain in order to ensure equal opportunity for progress and prosperity.

Our efforts will endorse and amplify Black voices, Black talent, Black enterprise and Black greatness in Britain.

We are here to be a powerful advocate for Black people in the UK and work toward the dismantling of systemic racism in our society.

Our Vision

BEO is here to help society wipe out racist views and move from racial negativity to cultural positivity to real Black Equity.

We are as firmly opposed to the issues of injustice, discrimination, racism, institutionalism, bigotry, intolerance and negativity, as we are committed to the solutions of equality, humanity, positive change and action.

We believe the key to these solutions lies in hard facts and data.

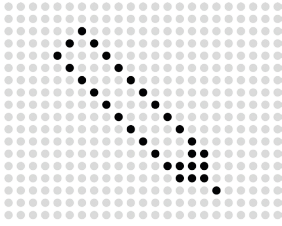
BEO is serious about hard facts. The hard fact is, racism is still present in Britain. The hard fact is, we've said 'it's time', time and time again.

Who are we for?

BEO is here for all Black African, Black Caribbean and Black mixed heritage communities in the UK. We stand in solidarity with other race equality and social justice organisations nationally and internationally. We believe that if we lift Black people up and tackle systemic racism, we will all benefit.

Watch
2024
BEO Impact
video

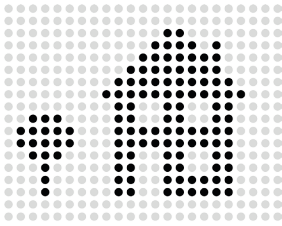
Why Now?



EDUCATION

Gaps in academic outcomes exist early between Black and White British students and widen over time through to A-Levels.

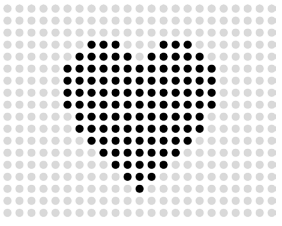
White students are **3x** as likely to achieve Grade A or higher in 3 subjects than Black Caribbean students.



NEIGHBOURHOOD AND HOUSING

Black African populations are **3x** less likely to own their homes than White populations.

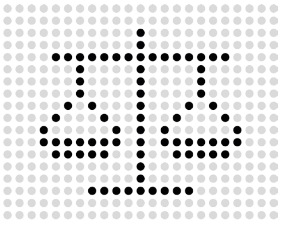
Black Caribbean populations are **3x** more likely to rent via social housing, versus White populations.



CULTURE, AWARENESS, REPRESENTATION AND RESPECT

Black people are **2x** as likely to report being treated as a potential shoplifter than White populations.

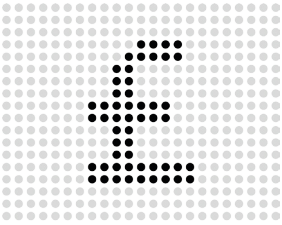
Black people are **2x** as likely to be cast in a supporting role than a lead role in British television and film.



JUSTICE, IMMIGRATION AND RIGHTS

In the UK for the year 2019, Stop and Search rates were **10x** greater for Black populations than White populations.

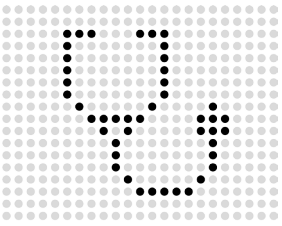
By contrast, **not a single police force** in England and Wales registered an arrest rate more than **20** for every 1000 White individuals.



ECONOMIC EMPOWERMENT AND EQUITY OF OPPORTUNITY

Unemployed rates are 2- **3x** higher for economically active Black populations.

The Black population makes **90p** for every **£1** that is earned by the White population.



HEALTH, WELLNESS & CARE

75% of Black people aged between 18-34 said they felt discriminated against by healthcare professionals.

Black women are **4x** more likely to die in pregnancy.

Our Core Proposition - what will BEO do?

BEO is here to be the UK's pre-eminent national civil rights organisation entirely focused on dismantling systemic racism and advancing equity, justice and rights for Black people.

We are ready for a generational shift and will strive tirelessly to work with Black communities and allies to make the UK a better, fairer country. We exist to promote economic, legal social and political equity for Black communities in Britain in order to ensure equal opportunity for progress and prosperity.



What will BEO do?

We have a bold and ambitious aim - to dismantle systemic racism. But we know that we will only succeed if we work in partnership with others. We want to achieve a generational shift, so we have set three over-arching long-term goals for Black people's lives in the UK:

- Improve health, life expectancy and wellbeing
- Higher household incomes and greater economic security
- Improve trust, participation and outcomes from the use of public services

These goals are underpinned by three key objectives:

- Black people achieve **self-determination**, realise their rights & achieve **justice**.
- BEO persuades powerful institutions and corporations to acknowledge **structural racism** within their own systems and processes and take steps to **dismantle it** and BEO campaigns ensure the wider **public understands** what systemic racism is and there is **growing support for action** to address it.
- Lasting systemic change is realised through **collaboration**.

In particular BEO will:

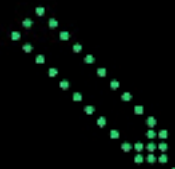
- Use **data and evidence** and use the power of the law to hold the powerful to account and influence policy.
- Adopt an approach informed by the historic and current **trauma** experienced by Black people.
- Build **greater awareness and understanding** of what structural racism is.
- Develop effective **solutions** to tackle structural racism, build **partnerships and coalitions** across BEO's pillars including Taskforces.
- **Mobilise** our supporters and allies.

Our Six Key Pillars.



ECONOMIC EMPOWERMENT & EQUITY OF OPPORTUNITY

Ensure Black communities are economically empowered and have the same professional and career opportunities as others.



EDUCATION

Close the education attainment gap that exists between Black and White children in the UK throughout school and university, with knock-on effects in the labour-force.



JUSTICE, IMMIGRATION & RIGHTS

Stand up legal organisation to fight for racial justice and remove sources of racial discrimination within the criminal justice system through litigation, advocacy, outreach and public education.



NEIGHBOURHOOD & HOUSING

Address and remove the economic, structural and political barriers that contribute to the over representation of Black people in rented and social accommodation and under representation in privately owned accommodation.



CULTURE, AWARENESS, REPRESENTATION & RESPECT

Build broad public awareness of the existence of systematic racism in British society and its impact on Black communities to galvanise public support, outrage and commitment to eliminate sources of systematic racism.



HEALTH, WELLNESS & CARE

Achieve healthy equality for all Black people in the UK including a healthy life and high-quality freely available healthcare, with equal outcomes irrespective of race.

Director of Communications

Terms of appointment

Reports to
Contract
Salary
Location

Chief Executive
Full- time, Permanent (35 hours per week)
£70,000 - £80,000 per annum
Hybrid (Homeworking or London based)

About the Role

This is an exciting opportunity to lead the strategic development, positioning, and execution of BEO's communications, brand, marketing, and public engagement. As Director of Communications, you will play a pivotal role in shaping and amplifying BEO's voice, ensuring that our mission to dismantle systemic racism and barriers for Black communities is heard loud and clear across the UK and beyond.

You will be responsible for delivering a comprehensive communications strategy aligned with BEO's six pillars, ensuring our messaging is compelling, impactful, and mobilising.

You will also drive brand growth and visibility, engage key stakeholders—including the public, donors, funders, policymakers, media, and Parliament—and position BEO as a leading force in the fight for racial equity.

This is a leadership role at the heart of BEO's growth strategy for the next five years. We are looking for a strategic thinker, an exceptional communicator, and a purpose-driven leader with a proven track record in charity sector communications, stakeholder engagement, and digital communication strategy.



Key Responsibilities.

Strategic Communications & Brand Leadership

- Develop, execute, and evaluate BEO's communications strategy, ensuring alignment with our six pillars and overall organisational goals.
- Oversee all aspects of brand development, marketing, communications, and PR to elevate BEO's national and global profile.
- Ensure BEO's messaging and campaigns engage, inspire, and mobilise key audiences, including Black communities, the wider public, policymakers, funders, and corporate partners.
- Provide strategic communications leadership, ensuring BEO's voice is strong, credible, and impactful across all platforms.
- Work closely with the CEO, Board of Trustees, and Senior Leadership Team to ensure consistent, values-driven communication.
- Lead on crisis communications when necessary, ensuring timely and effective responses.

Public Engagement, Media & Stakeholder Relations

- Enhance BEO's reputation by developing and executing a proactive media and public relations strategy.
- Act as a key spokesperson for BEO, alongside the CEO, representing the organisation at high-profile events and in the media and within the community.
- Cultivate and manage relationships with journalists, broadcasters, influencers, and opinion leaders to ensure BEO is a go-to voice on racial equity issues.
- Work closely with fundraising colleagues to ensure that donor communications are engaging, strategic, and aligned with BEO's mission.

Digital Strategy & Campaigns

- Lead and implement BEO's digital communications strategy, ensuring we are a 21st-century organisation with a powerful online presence.
- Develop eye-catching, high-impact campaigns that drive awareness, influence, and action.

Internal Communications & Organisational Growth

- Keep the CEO, Trustees, and Senior Leadership Team informed with regular updates on key news, risks, and opportunities for brand exposure.
- Ensure internal communications are clear, consistent, and reflective of BEO's mission and values.
- Support BEO in building strategic alliances and partnerships globally, positioning the organisation as a key player in the racial equity space.
- Work closely with teams across the organisation, ensuring strategic communications support their work and amplifies their impact.

Leadership & Collaboration with Fundraising

- Build and lead a high-performing Communications team, fostering a culture of creativity, collaboration, and excellence.
- Play an active role in the senior leadership team, in particular working closely with the CEO and the Director of Legal Services and Policy.
- Work closely with fundraising colleagues to develop strategies that strengthen donor engagement, corporate partnerships, and philanthropic support.
- Ensure that communications and fundraising efforts are aligned, delivering a unified, impactful message to supporters and stakeholders.
- Play a key role in senior leadership discussions and board-level strategy, including risk management and mitigation planning.

Person specification.

We are seeking a strategic, creative, and hands-on communications leader with broad experience across communications, brand, and marketing. The ideal candidate will have a background in the charity sector or a strong understanding of the not-for-profit landscape, particularly how communications support fundraising, advocacy, and public engagement.

This role requires an individual with a proven ability to elevate a brand, engage diverse audiences, and lead innovative, high-impact campaigns. You will be comfortable working at the intersection of communications, public affairs, digital engagement, and fundraising, ensuring that BEO's messaging is cohesive, compelling, and aligned with our mission.

KNOWLEDGE & EXPERIENCE

Significant experience in marketing and communications leadership, ideally within the charity, advocacy, or social impact sectors.

A strong track record of developing and delivering national-level, integrated brand, marketing, and communications strategies.

Demonstrable experience in building brand awareness, positioning organisations strategically, and driving engagement.

Demonstrable experience in a senior communications leadership role, with a track record of successfully managing teams, developing strategic communication plans, and influencing key stakeholders at an executive level.

Experience in crisis communications management and risk mitigation, with the ability to respond effectively to reputational challenges.

Expertise in digital communications strategy, including social media, website management, content creation, and digital campaigns.

A background in media relations and press office management, with strong relationships with journalists and media outlets.

Experience in developing and leading cause-driven campaigns that inspire action and influence change.

Understanding of the role of communications in fundraising, with experience supporting donor engagement and income generation strategies.

SKILLS, ABILITIES AND BEHAVIOURS

Ambitious, strategic, and visionary thinker with a passion for racial equity and social change.

Demonstrable ability to build and manage relationships with senior stakeholders, including media professionals, policymakers, donors, and community leaders.

Strong skills in situational judgment, diplomacy, and consensus-building across a range of audiences.

Excellent critical thinking, problem-solving, and leadership skills, with the ability to inspire, engage, and persuade.

Highly organised and detail-oriented, able to manage complex projects with multiple internal and external stakeholders.

A strong team player, calm under pressure, and able to navigate challenges with resilience and adaptability.

Excellent communication, interpersonal, and presentation skills, with a track record of influencing and driving change.



BEO Staff Benefits

- **Pension**

5% employer contribution.

- **Growth opportunities**

4 development days per year to spend at an organisation of your choice.

- **Wellbeing focus**

Support from our coaching and counselling services tailored for mental wellbeing.

- **Duvet days**

4 'duvet days' per year, can be taken at short notice (will be deducted from annual leave allowance).

- **Flexible working**

Flexibility in hours and location with the potential for personalised arrangements upon your line manager's approval.

- **Maternity / paternity / parental pay & leave**

Enhanced package for maternity, paternity, and parental support that goes above and beyond the standard requirements.

- **Perk Box**

Discounts, gifts, days out and more.

BEO Board of Trustees.

BEO is led by a well-connected, purpose-driven Board, with proven credentials and cross-sector expertise to effect change for Black communities in the UK



Dame Vivian Hunt (Chair)
Chief Innovation Officer
at UnitedHealth Group

Chief Innovation Officer at UnitedHealth Group, one of the largest companies on the Fortune 500. Previously, she served as a Senior Partner at McKinsey & Company, where she helped global private and public organisations enhance their strategy, operations, and performance.



Karen Blackett OBE
Former WPP UK Country
Manager & CEO GroupM
UK

A business leader with 25 years of experience in marketing and communications. She oversaw WPP's second largest market and the 11,000 people working across its operating brands in the UK.



Rt Hon David Lammy MP
Labour MP for Tottenham

As Shadow Justice Secretary, he built on his landmark review of the criminal justice system - which explored the treatment of and outcomes for Black and minority ethnic people in British courts and prisons. He is currently Shadow Foreign Secretary.



Kwame Kwei-Armah OBE
Artistic Director, Young
Vic

Actor, playwright, director and broadcaster. He became the Artistic Director of the Young Vic theatre in London in 2018.



Ric Lewis
Founder, Tristan Capital
Partners

Founding partner of Tristan Capital Partners, a British property investment firm, and its predecessor. He is also the founder and chairman of a registered charity - The Black Heart Foundation.



Athian Akec
Activist & Writer

A 19 year old activist and a former member for Camden, UK Youth Parliament. Athian has since become a prominent voice representing the concerns of young people in London, campaigning on issues such as Brexit and climate change, and has written articles published in The Guardian, The Independent and HuffPost UK.

BEO Board of Trustees.



Mark Boisson
(Treasurer)

Director of Finance,
Hackney CVS

Mark is a Chartered Certified Accountant (FCCA) with over 30 years' experience in finance and accounting, at least 25 of which were on senior management teams and leading the finance function.

Mark is a current and former member of a number of boards including in the NHS, housing, charities and education.



Michelle Daley
Director, ALLFIE

Michelle is an activist leading on disability justice on national and international platforms. Her work has involved producing research for Greater London Authority on the experience of Enslaved African Disabled People and the role they played in the abolition of the transatlantic slave trade.



Marcia Willis Stewart KC
(Hon)

Human Rights lawyer

Marcia has and continues to represent families in challenging and high-profile cases against the state. She acted for the family of Jean Charles de Menezes, shot dead by police in 2005 and represented the family in the 2011 police shooting of Mark Duggan.



Siobhan Aarons
Co-Founder & COO,
CARFE

Siobhan co-founded Conservatives Against Racism, for Equality (CARFE) Britain's first centre-right organisation dedicated to race-relations, during the pandemic. Siobhan is a Tory Reform Group Board Member and Deputy Chair Political of Cities of London & Westminster Conservative Association.



Leon Mann MBE
Award-winning sports
consultant, filmmaker &
EDI

Leon Founder of multiple game changing organisations including the Football Black List, BCOMS (the Black Collective of Media and Sport) and the Sport's Peoples' Think Tank. Leon has worked extensively with some of the world's leading sports clubs, leagues, stakeholders, athletes and brands and he's Vice Chair of the Sports Journalists Association.



David Olusoga OBE
Historian, broadcaster &
film-maker

David Olusoga is a British-Nigerian historian, broadcaster and film-maker. Born in Lagos, Nigeria David studied history and journalism before joining the BBC.

He's an award-winning documentary maker and author.

How to apply.

Tall Roots is acting as an employment agency partner to Black Equity Organisation. Applications should be made online at www.tallroots.co.uk/beo-director-communications

And include:

- a CV.
- A Covering Letter (no more than two pages) explaining your motivation for applying for the role, along with how you meet the knowledge and experience section within the person specification.

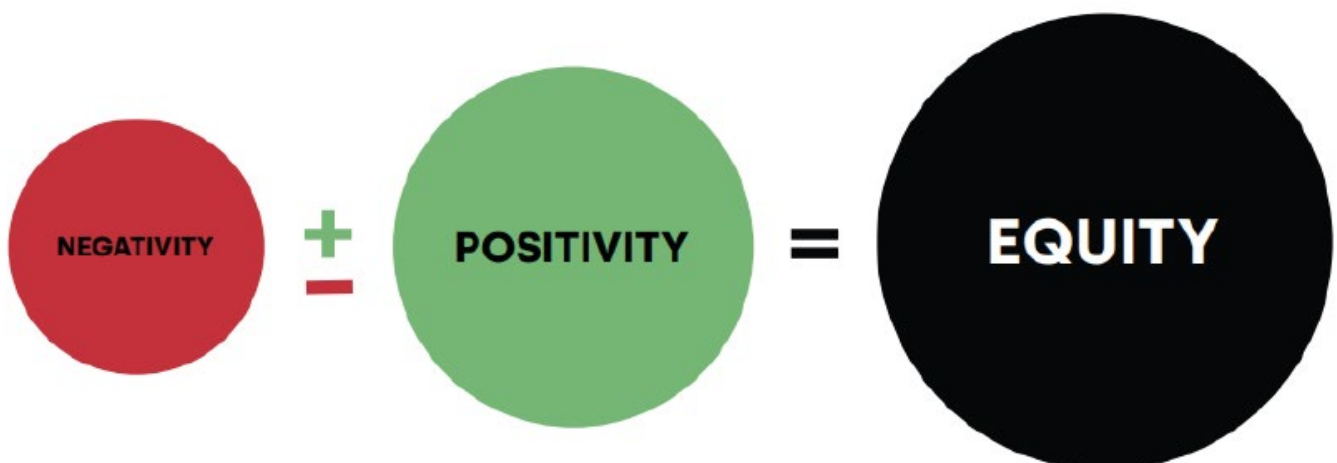
The closing date for application is **Friday 7th March 2025.**

Preliminary interviews with Tall Roots will be held virtually during **w/c 17th March 2025.**

Stakeholder meetings with BEO will be held virtually on **31st March and 1st April.**

Final interviews will be held in-person in London, on **Wednesday 2nd April 2025.**

If you have any questions relating to the role or the process or would like any adjustments made to accommodate your needs, please contact Annie Regan-Tighe or Mark Crowley at Tall Roots by email at Annie.regan-tighe@tallroots.co.uk / Mark.crowley@tallroots.co.uk





**Black Equity
Organisation**

Tall Roots Search
Recruiting exceptional leaders for inspiring organisations
71 - 75 Shelton Street, London, WC2H 9JQ, UK
www.tallroots.co.uk



Tall Roots