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**(Senior) Communications Manager**

December 2025



# Introduction

From exposing online misinformation that undermined the launch of the first EAT-Lancet report, to testing clothing items from well-known fashion brands for microfibre pollution or visiting Nestlé's AGM to ask the CEO some challenging questions around the company's methane emissions, working at the Changing Markets Foundation is never boring. We are trailblazers that run diverse campaigns, use creative tactics and often uncover new issues through groundbreaking campaigns and investigations.

One of the joys of Changing Markets is our openness to experimenting with new ideas and tools and high-quality execution. For example, just before the climate conference in Belem, Brazil, we launched the Methane Action Tracker, a new interactive tool, which tracks agricultural methane emissions of both companies and countries. Reducing methane emissions is a critical climate emergency break, and the Tracker is a 'one-stop-shop' on policies and actions being taken by some of the largest global food corporations and the biggest meat and dairy producing countries. It is driving a race to the top by frontrunners and shining the light on the issue that used to be in the shadows.

Looking forward, we have a lot of exciting campaigns: besides continuing our work on the transformation of food systems and fashion, we will be reviving our impactful work on plastic and aquaculture. I am

especially excited about our upcoming collaboration with Oxford University, which will bring critical knowledge from their new methane modeling to policymakers. Being collaborative and outcome-focused have been two of the key guiding principles of Changing Markets and it is amazing that in the coming years we will be able to bring this to the next level.

I am also very excited about our team right now, their commitment to the cause, their creative ideas and team spirit. As our team develops and grows further in the coming months and years, I look forward to building a collaborative and supportive organisational culture, where we don't forget to celebrate our successes. I hope that you will consider joining our dynamic team in this new and exciting role as the (Senior) Communications Manager, shaping our media relations and helping our campaigns gain global visibility in the media.



**Nusa Urbancic, CEO**







# About Changing Markets Foundation

**“We expose irresponsible practices and drive change towards a more sustainable economy”**

The Changing Markets Foundation was formed to accelerate and scale up solutions to sustainability challenges by leveraging the power of markets. We create and run campaigns that expose irresponsible corporate practices and shift market share away from unsustainable products and companies towards environmentally and socially beneficial solutions.

We have a successful track record of achieving media coverage in mainstream publications, which has played a critical role in winning our campaigns. We have been running successful campaigns across climate, food, fashion, and circular economy issues, as well as impactful projects, such as a cross-sectoral greenwashing observatory.

Our strategy, and our theory of change, is based on three central ideas:

## **1. Society needs transformational change**

Incremental improvement will not be enough to address the systemic threats society faces. We need a low-carbon, clean and

circular economy that shares prosperity fairly – and we need progress towards this urgently.

## **2. Markets can help deliver the change**

Transformational change needs companies that have environmentally and socially advanced products and values, to rapidly succeed at the expense of companies that don't. If this occurs at sufficient scale it will drive a self-reinforcing, accelerating loop of change.

## **3. More can be achieved**

When key companies in a specific sector have invested in transformation, they have an interest to also change policy environment to level the playing field. This cements progressive change at the political level.



# The Role

## Role:

(Senior) Communications Manager

## Location:

Permanent, Full-Time - Hybrid (Flexible working environment with at least 3 days a week in our London office based in Shoreditch)

## Salary:

£55,000 - 65,000 (depending on experience)

## Benefits:

- Pension contribution, Life Insurance, Income Protection Benefits, Private Medical Insurance and Sports allowance.
- Flexible working hours
- An opportunity to be part of a diverse international team based in London, Brussels, Utrecht and Madrid; possibility to travel for work.



# About the Role

The (Senior) Communications Manager will lead the development and execution of communications to help us win our campaigns. We are looking for a proactive and hands-on team player, who will build relationships with journalists, securing media hits in top mainstream media, ensuring that communications are a strong part of our strategies to win campaigns.

While the position involves broader communications tasks, its core focus is strategic media work — driving impactful coverage, shaping narratives, and ensuring our investigative campaigns gain global visibility.

## Key Responsibilities (Media-Focused)

- Lead proactive and reactive media outreach for multiple high-profile campaigns.
- Build and maintain strong relationships with international, national, and trade journalists, build and maintain our in-house media list.
- Secure high-impact coverage in top-tier outlets and place investigative stories, exclusives, and op-eds.

- Develop media strategies that amplify campaign findings and influence corporate behaviour and policies.

We are a small team, so this is a hands-on role with the focus on press work, but it also requires managing our key communications channels and our website. The Communications Manager will report directly to the CEO and work closely with the team, as well as manage a social media freelancer and other communications creatives, such as video-editors.

## Candidate Profile

We are looking for an experienced communications professional with at least 7 years' experience in journalism or in leading successful communications for a non-profit organisation, PR agency, or similar. Ideally, you are a creative, hands-on individual with great inter-personal skills, able to form collaborative working relationships with a variety of different stakeholders, ranging from journalists to creative agencies and our NGO partners.







# What we are looking for – Skills & Experience

## The successful candidate must have:

- Demonstrable experience personally leading media outreach for major investigations or campaigns, with a proven record of securing top-tier international and national coverage (e.g. Financial Times, Guardian, Reuters, AP, Bloomberg, major broadcasters).
- A strong, active network of journalist contacts, and the confidence and instinct to pick up the phone, pitch stories, brief reporters, and manage embargoed launches under tight deadlines.
- Excellent writing, editing, and storytelling skills in English, with the ability to craft sharp press materials; proficiency in additional languages is an asset.
- Experience coordinating and executing major report launches, working closely with campaigners and partners to shape narratives that cut through, develop media strategies, prepare messaging, and proactively pitch stories to journalists.
- An exceptional eye for detail and an ability to distil complex research into clear, compelling, and accessible media and social-media content.
- Strong organisational skills, with the ability to balance multiple deadlines, manage fast-moving campaigns, and perform under pressure.
- A creative, strategic mindset, able to think outside the box, introduce innovative communications tactics,

and adapt messaging to a rapidly changing external environment.

- Digital fluency, with experience leading online engagement or mobilisation campaigns and an understanding of how digital channels support broader media and campaign goals.
- Willingness and ability to generate regular content to win campaigns, including social media posts, op-eds, blogs, newsletters, and other campaign materials; familiarity with tools such as WordPress, Mailchimp, and Canva.
- Excellent interpersonal skills, with a collaborative working style, a growth mindset, and a positive, solution-focused, and proactive approach to communications and relationship-building, both internally and externally.
- A commitment to environmental and social justice, with a passion for using communications to drive meaningful systemic change.

## It's a plus if a candidate has:

- Excellent knowledge of and experience working within the environmental and social impact sectors.
- Good knowledge of the use of creative communication tactics, such as short videos.
- Passion to create narrative shifts on complex social issues and personal interest in countering misinformation and greenwashing.





# How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the "Apply" button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (mmyy) e.g., Pat-Jones-CV-1225-CMF or Pat-Jones-CoverLetter-1225-CMF.

Please note that all our clients recruiting in the UK are legally obliged to confirm that the appointee is eligible to work in the UK. As of 1 January 2021, government's new regulations will apply. For further information visit the Home Office website at <https://www.gov.uk/browse/visas-immigration/work-visas>.

## Timeline

### Closing Date:

Sunday 8th February 2026 (*We advise candidates to apply as soon as possible, as we will be reviewing applications on a regular rolling basis and may choose to close the role earlier than advertised*).

### First stage interviews:

Week of 24th February 2025

### Final interviews:

TBC

## Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

## Equality Statement

Equality and diversity are at the core of the Changing Markets Foundation's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

## Queries

If you have any queries on any aspect of the appointment process, need additional information or require reasonable accommodations to support, please email; Principal Consultant, Nicola Hogarth - [nhogarth@oxfordhr.com](mailto:nhogarth@oxfordhr.com) in the first instance. **Please write in the subject line: 'Changing Markets Foundation - Communications Manager.'**



# About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success. We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions.

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