



JOIN AN AWESOME TEAM MAKING ROADS SAFER

BECOME OUR
SENIOR COMMUNICATIONS AND
CAMPAIGNS OFFICER



THE FIGHT AGAINST UNIN- SURED DRIVING STARTS HERE



By getting to this point, you're obviously interested in becoming our new Senior Communications and Campaigns Officer. We think you're making an excellent decision already, but read on to find out more.

Ready to take on an **extraordinary** mission?

At MIB our people are passionate about making roads safer by getting uninsured and hit-and-run drivers off our roads.

The successful candidate in this role will be key in helping our customers rebuild their lives, by making sure they receive compensation quickly, fairly and compassionately.

Every company talks about the importance of their principles. We really mean it, so you'll need to demonstrate how you live our principles (more on that on page 5) while bringing your own unique style to the role.

We make a real impact in people's lives. Will you help us take that to the next level?

Closing date for applications:
February 2026

Interviews:
March 2026

Why we exist



We protect people from the devastation of uninsured and hit-and-run driving.

MIB is a not-for-profit organisation founded in 1946 on the belief that no one whose life had been changed by an uninsured driver should be left without the support they deserve.

Today that has grown into a community of people and organisations tirelessly working to protect people from the devastation of uninsured and hit-and-run driving. We do it by compensating victims quickly, fairly and compassionately, and getting uninsured and hit-and-run drivers off our roads until it becomes a thing of the past.

Our work and impact stretch further too, through the services we manage for the insurance industry and the government.



The Insurance Fraud Bureau brings together insurers, partners and law enforcement agencies in the fight against fraud.

OFFICIAL INJURY CLAIM

On behalf of the UK government, Official Injury Claim makes it quick and easy to claim compensation after a road accident.

**MORE THAN
2.5M**
**UNINSURED VEHICLES
TAKEN OFF OUR ROADS
SINCE 2005 THANKS TO
OUR WORK**

**WE PAID OVER
£400M**
**IN COMPENSATION TO
VICTIMS OF UNINSURED
AND HIT-AND-RUN
DRIVERS IN 2024**

ELTO Employers' Liability Tracing Office

ELTO helps anyone affected by a work-related illness or injury quickly find their employer's insurer information.

If this sounds like the type of organisation for you, read on.

If not, let's leave it here. No hard feelings.

Our principles

At a time when the needs of our members and partners are always changing, it's often how we get there that makes our biggest achievements possible.

The shared ways of thinking and behaving we call the MIB Principles guide and inform everything we do.

Customer first

We put our customers at the heart of everything we do, always looking to understand their needs and build trusted relationships to make a positive difference. We're transparent, we work with integrity and strive to get it right first time, every time.

Think BIG

We empower our people to innovate, evolve and continually improve. We challenge each other to think beyond today, to think outside the norm and find new ways to improve. With our different skills, personalities and experiences, we make change possible.

Inspire

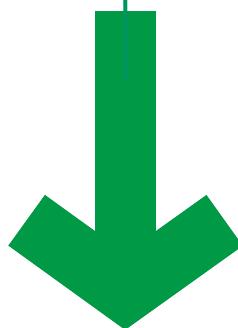
You don't have to be a leader to inspire the people around you. The work we do and how we do it should inspire those around us. By aiming high and being our best selves, we encourage and support each other with trust, openness and our shared desire to make a difference.



People and planet

We're all about making a positive impact on people and the planet. And when you join us, you'll have plenty of chances to help do good in the world.

We're committed to six of the United Nations Global Goals for Sustainable Development. And, we're proud members of the United Nations Global Compact Network (UK).



People and the community

At MIB, Belonging, Inclusion, Diversity and Equity (BIDE) are top priorities. We're committed to closing the gender pay gap and report openly, including through the Women in Finance Charter. Our employee networks embody our BIDE principles, fostering inclusivity for everyone. Through Goodness, our engagement programme, we support causes like UnityMK, volunteer work, and environmental efforts.

Climate action and the environment

Our team plays a crucial role in driving sustainability at work and in the community. In 2022, we improved our Milton Keynes head office, cutting greenhouse gas emissions by 70%. By investing in certified carbon removal projects in 2023, our head office became carbon neutral. We'll keep reducing emissions across our estate and supporting our team to make positive changes at work and home.

Early intervention through education

We're committed to ending uninsured driving by focusing on early education. Teaming up with the PSHE Association, we've co-created resources for teachers to improve awareness among future drivers. Partnering with The Safety Centre, Hazard Alley, we aim to reach 1,000 young people a year. Together, we can enhance road-safety knowledge and awareness among young people, making roads safer for everyone.

The beginning of the end for uninsured driving

Accelerating to Zero is our commitment to end uninsured driving for good.

This is what we're going to deliver in 2026 to start making it a reality:

We'll make powerful shifts to end uninsured driving for good

Uninsured driving causes devastating harm – and too often it's preventable. In 2026, we'll use new insight to understand exactly who drives uninsured, and why. And we'll reach young and new drivers with better education, while continuing to push for stronger penalties to get those who knowingly endanger others off the road.

We'll help even more people rebuild their lives

No one hit by an uninsured or hit-and-run driver should go without the support they deserve. That's why we handle every claim quickly, fairly and compassionately. In 2026, we'll continue to improve every part of the claims journey and we'll explore new partnerships and training opportunities so more people can benefit.



We'll make sure data drives the good we do

Behind safer roads lies reliable, secure and timely data. We'll work with the insurance industry to develop robust data standards, pilot real-time insurance checks with councils, and introduce technology that lets insurers upload data directly to us.

We'll get ahead of the connected and self-driving vehicle revolution

How people travel is changing – from e-scooters to connected and self-driving cars. We'll work with the government, industry and car manufacturers to make sure the law keeps pace, and to define what data can securely be shared to make roads safer. And we'll keep pressing for clear rules on safe e-scooter use.



[Read our Business Plan](#)

YOUR TIME TO SHINE

As Senior Communications and Campaigns Officer, you will lead the delivery of internal and external communications and campaigns for MIB across a wide range of channels including social, web, print and media relations.

- Work with the Communications and Campaigns team and stakeholders across the organisation to help deliver engaging communications and content across a range of projects and both organic and paid campaigns.
- Support the delivery and evaluation of large-scale integrated campaigns, working with our in house content studio and any external agency.
- Take the lead on selected projects and campaigns within the team's delivery plan.
- Create social media activity that engages customers and supports strategic and campaign objectives.
- Take joint responsibility with other senior officers for creating and publishing content on digital channels across our brands, including intranet, digital screens, websites and social media.
- Source, research, write and secure approval for content for campaigns, publications, statements, press releases etc.
- Take joint responsibility with other senior officers for managing MIB press office, responding efficiently and effectively to media enquiries, pitching stories to journalists, briefing spokespeople, and reporting on coverage to the business.
- Keep up to date with news and developments in the insurance industry and other news which could affect the direction of MIB's communications and campaigns. and more...

What you'll bring to the party

- Proven experience or qualification in a communications, marketing or brand role
- Experience of using a wide variety of digital channels and platforms, including both organic and paid-for content
- Experience of running paid digital campaigns across socials, GDN and PPC
- Ability to drive medium scale campaigns from concept to realisation
- Experience of press office operations, processes and management
- Confidence to engage with internal and external stakeholders at all levels
- Solid analysis and evaluation skills and use of results to improve existing and inform new communications and future campaigns
- Excellent copywriting and editing skills across all media types
- Ability to create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Strong knowledge of writing SEO friendly content for the web and working with content management systems and analytic tools
- Passion and understanding of purpose-led brands and showcasing impact to different stakeholders.
- Ability to identify and develop a great story

It's what we do together that makes the difference

Proud

- We're proud to protect people from the devastation of uninsured and hit-and-run driving.
- We're proud to make roads safer.
- We're proud of the people who make it happen – YOU.

Connected

- We work together in a supportive and collaborative way, which creates real connection and a sense of belonging.
- We value open communication, teamwork and a genuine interest in each other's priorities and well-being.
- We support each other through our peer-to-peer employee networks.

Supported

- We've created an environment where you can be you.
- We encourage a culture of positive well-being, promoting healthy habits and giving you tools to support your mental and physical well-being. Because as passionate as we are about the work we do, we know there's more to life than work.

Your best

- We provide opportunities for you to learn, grow and focus on what makes you great. This may include becoming an expert in your field or taking on new challenges.
- We know nobody gets it right every time, so we support each other to learn quickly when things don't go well.

Our people are out of this world, whether it's our community, the people we work with or the difference we make. Take a look at our video that shows what it's really like to be part of MIB.

[Watch the video](#)



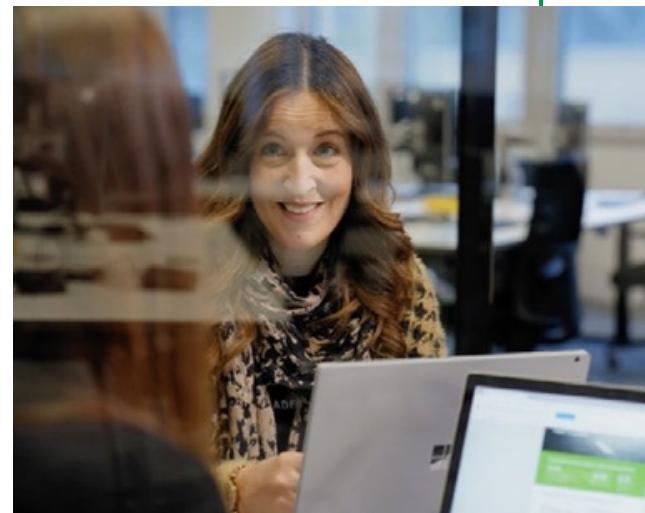
What you get out of it

- | **Salary:** £51,500 per annum
- | **Grade:** 12
- | **Hours:** 35 per week, Mon to Fri
- | **Location:** Hybrid, or fully remote working options can be discussed (depending on location)
- | **25 days holiday (plus bank holidays)**
- | **£320 (before tax) start up allowance**
- | **IT kit supplied to you**

Come to work each day with a smile, inspired to make a positive difference to society. We'll support you with excellent benefits alongside opportunities for career growth and learning.

MIB incentive scheme

You could earn a bonus as a reward for on-target performance.



Pension scheme

Start from day one. We'll match your contribution up to 5%, and add more based on your grade and time with us.

Life assurance

You'll be covered for four times your annual salary plus your pension fund value.

Healthcare cash plan

Claim for medical costs like dentist and optician visits, specialist consultations, virtual GP access and prescriptions.

Private medical healthcare

Enjoy peace of mind with fully funded BUPA cover, including pre-existing medical conditions and cancer treatment.

Car salary sacrifice

Lease a new car after passing your probation and save on your income tax and national insurance.

Agile approach to working

Flexible working practices and technologies to help you maintain a good work-life balance.

And more:

- | Family-friendly policies like paid carers' leave and enhanced maternity and paternity leave
- | Employee assistance programme
- | Annual season ticket loan
- | Eye care vouchers
- | Sports and social club
- | Option to buy extra holiday days