

Senior Communications and Marketing Manager



**INSOLVENCY
PRACTITIONERS
ASSOCIATION**

Hours: Full-time

Term: Permanent

Location: Hybrid, with 40% in a City of London office, and 60% home working

Reports to: Judith West, Head of External Affairs and Business Affairs

The role, within the External Affairs and Member Services team, works closely with the Chief Executive, Director of Regulation and Policy, Chief Operating Officer, Senior Leadership Team, and others across the organisation.

About the IPA

Each year in the UK, around 120,000 individuals and 25,000 companies become insolvent. Their debts and assets must be carefully managed so that company creditors can be reimbursed, and individuals can become debt free. Supporting those in financial distress can be a demanding job. It is the role of qualified Insolvency Practitioners (IPs) to manage companies as they are closed or sold, and to support insolvent individuals, whose debts may have grown due to poor health, relationship breakdown, gambling, fraud or financial mismanagement. IPs work to realise the value of assets, investigate company failure, pay creditors, and act as liquidators, administrators or trustees in voluntary arrangements to resolve the financial distress.

The Insolvency Practitioners Association (IPA) is the UK's leading insolvency regulator and membership organisation, recognised by the UK Government for the purposes of licensing and regulating members to act as insolvency practitioners. As the only body specialising solely in the regulation and improvement of insolvency UK-wide, the IPA is at the forefront of maintaining and raising professional standards in insolvency practice. This includes taking regulatory action where necessary, as well as promoting good practice by creating insolvency qualifications, widening access to insolvency knowledge, and understanding and leading debate on current regulatory issues. A team of 40 staff, headquartered in the City of London, is responsible for regulating and supporting the IPA's licence holders, members, associates and students.

The IPA is an evidence-based, authoritative regulatory body, basing decisions on the law and our published procedures. We provide high-quality technical advice and an understanding of insolvency legislation to those we regulate. We communicate regulatory outcomes and promote good insolvency practice. The IPA is also a leading professional membership body providing training, events and professional examinations to the insolvency sector, running 20+ in-person and online events each year to improve the quality of regulatory practice and

two professional examinations that are the best foundation qualifications for insolvency practitioners in the UK.

The role

This newly created role will lead the external, member and internal communication of the IPA's work and strategy. It will be responsible for member communications, such as monthly newsletters and reports, and regulatory and technical information. The role will support the IPA's liaison with stakeholders, including the media, and will oversee internal communication with staff. Through the ownership and management of communication channels, the post-holder will also support the IPA's marketing among members and potential members, including events, professional education and the annual membership renewals campaign.

The postholder will be managed day-to-day by the Head of External Affairs, who also oversees all marketing, membership and stakeholder communications to the insolvency sector. The postholder will additionally work closely with the Director of Regulation and Policy on all regulatory and policy communications including to the Insolvency Service, Financial Conduct Authority and others, and with the Chief Operating Officer on internal communications. The postholder will directly advise the Chief Executive and Board on all communications matters as appropriate.

The purpose of the role is to ensure that the IPA is positioned as the UK's most authoritative regulator of insolvency work and the sector's professional body of choice, in order to help insolvency professionals to improve their skills and practice by becoming IPA members, attending IPA events and taking IPA professional examinations.

The successful candidate will have a strong communications and marketing background with a least five years' experience and evidence of good understanding of social media marketing and wider stakeholder communications. Some understanding of professional membership bodies or the insolvency sector would be beneficial, with knowledge of regulation or a related field also valuable.

This role requires exceptional written and oral communication skills, an understanding of strategic communications and stakeholder relations, and will suit someone who enjoys working in a small organisation where every individual makes a difference, where details matter and compliance with standards is essential.

Role responsibilities

- Produce, deliver and assess the effectiveness of the IPA's overall communications strategy, liaising with key internal and external stakeholders, to position and promote the IPA's reputation and strategic aim to be the main UK regulator and membership body of choice for insolvency professionals.
- Lead the quality of all IPA publications, including drafting, editing and promoting member newsletters, reports, consultations and surveys where appropriate.

- Communicate to multiple and segmented audiences via email, website and social media channels, through innovative and engaging content, and by promoting data and news to members and stakeholders.
- With the Head of External Affairs, support the marketing of IPA events and training and communications on membership benefits, including technical updates.
- With the Director of Regulation and Policy, deliver all regulatory and compliance communications to insolvency professionals and their firms.
- With the CEO, Chief Operating Officer and HR staff, deliver internal communications.
- Support the CEO and Board on all external communications, including to senior stakeholders in parliament and government.
- Handle reactive press enquiries and seek proactive media opportunities, liaising with journalists and others as required.
- Manage one member of staff and ensure operational continuity of all communications activity.
- Attend the SLT and Board (as required) in order to be informed by and contribute to strategic discussions about communication and engagement.
- Work collegiately across the IPA with other teams, fostering a culture of accountability, inclusion, integrity and collaboration in line with IPA values.

Person specification

Essential:

- At least five years' professional communications, engagement and marketing experience, with a good understanding of communication strategy and objectives, audience segmentation, channels and tools.
- Excellent communication skills, particularly drafting and editing and understanding of regulatory and/or commercial content.
- Well-organised and professional, with good time-management skills and a proactive approach to getting things done.
- Personal integrity and ability to work well in small teams in a busy environment.
- Excellent understanding of digital channels, including search engine optimization, web and social media.

Desirable:

- Understanding of data and how to use information to improve outcomes
- Experience of the insolvency sector, professional membership associations or regulation

Diversity and Inclusion at the IPA

The IPA is committed to diversity and inclusion. We believe that the insolvency profession, and our own organisation, does best when it reflects the society we serve. We value and promote diversity and are committed to equality of opportunity for all appointments made on merit. We positively encourage applications from people from all sections of the community, from all backgrounds and with a broad range of experience.

How to apply:

Applications should be submitted to recruitment@ipa.uk.com. Your application should include a CV and a cover letter (max. two pages) that details your suitability for the job against the person specification. Please also advise your current salary and notice period in your application.

Application Terms and Conditions:

Salary: £55,000 p.a., pro rata for part-time candidates

Good Benefits Package including, but not limited to, private health, death-in-service and a generous pension package.

Annual Leave: 27 days, with an opportunity to purchase up to a further week.

Appointment into this role will be subject to the receipt of a satisfactory Basic Disclosure and Barring Service (DBS) check. Applicants should note that employment cannot commence until this check has been completed and confirmed as satisfactory.

Closing date: 3rd August 2026

Feedback will only be available for shortlisted candidates. No agencies.