

LATEEFAH JB

Charity Comms Consultant





ABOUT ME

Hi, I'm Lateefah – a communications and content specialist with ten years of experience creating impactful written content for national and global charities. From developing compelling campaign narratives and ghostwriting for senior leaders, to crafting press releases, blog posts, and case studies, I bring a deep understanding of how to tell stories that resonate, inspire action, and drive change.

CREATIVE PHILOSOPHY

Ethical storytelling isn't just a practice for me—it's a principle.

I create persuasive, compelling content that drives action—whether it's a campaign, press piece, or blog post. But at the heart of everything I write is people. I believe in storytelling that centres lived experience, empowers individuals to share on their own terms, and ensures they're part of the process every step of the way—from first draft to final edit.



Pictured - Me speaking at the People Like Us event, where I was selected among others to talk about my work in communications—highlighting the power of storytelling to inspire, connect, and drive change.

PREVIOUS WORK

GamCare

National gambling harms charity

While at GamCare, I led the implementation of the National Gambling Support Network campaign. This included **working closely with case study participants**, ensuring they felt supported, empowered, and fully prepared to share their lived experiences of gambling harm. I was also responsible for **writing and distributing press releases** to support the campaign launch. The campaign successfully met all media KPIs set by the commissioning team, securing strong visibility and impact.

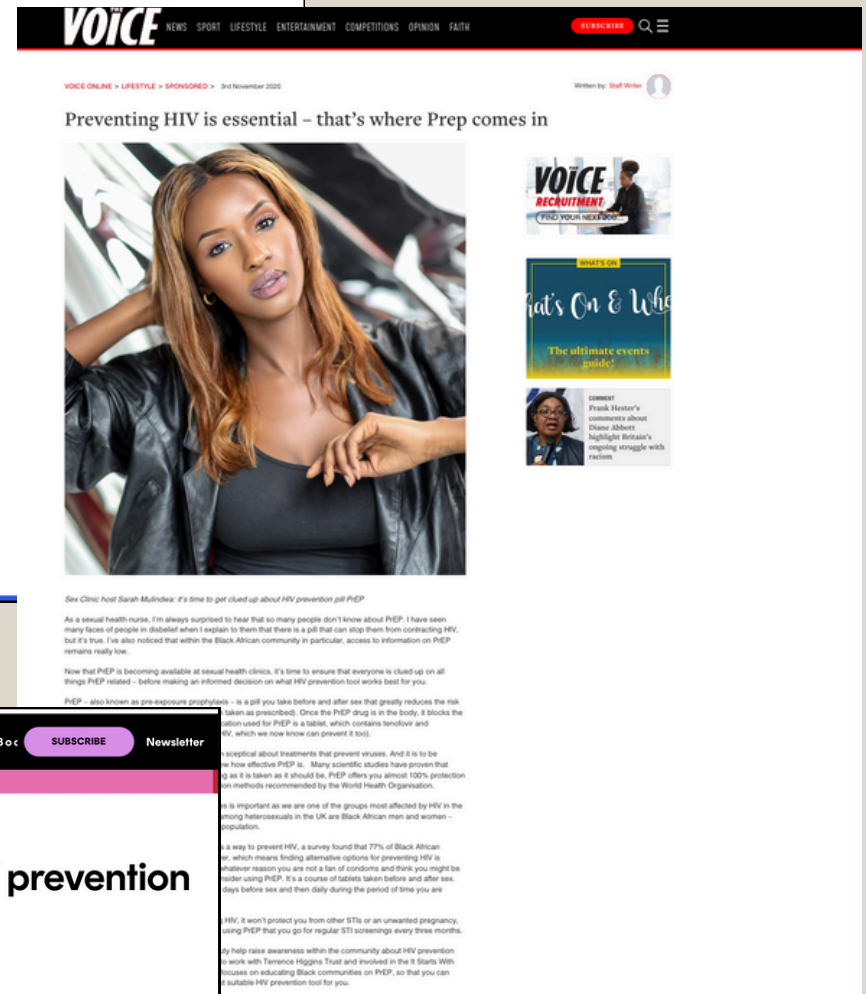
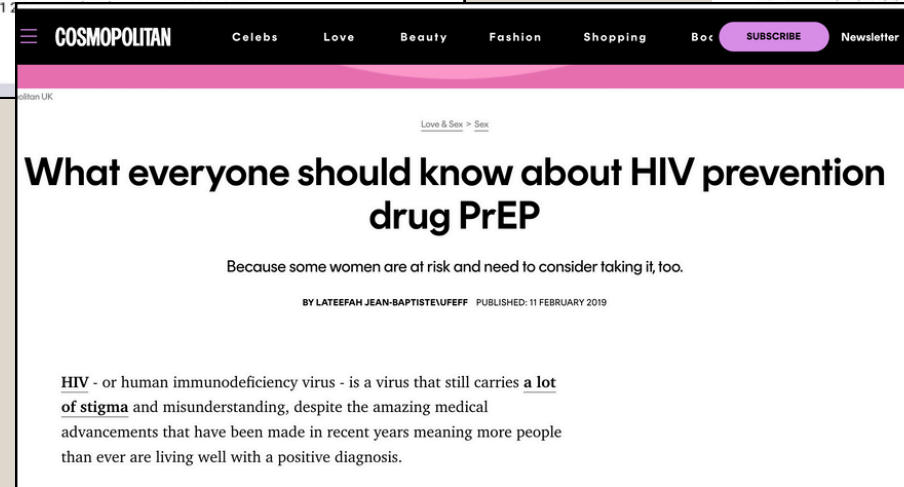
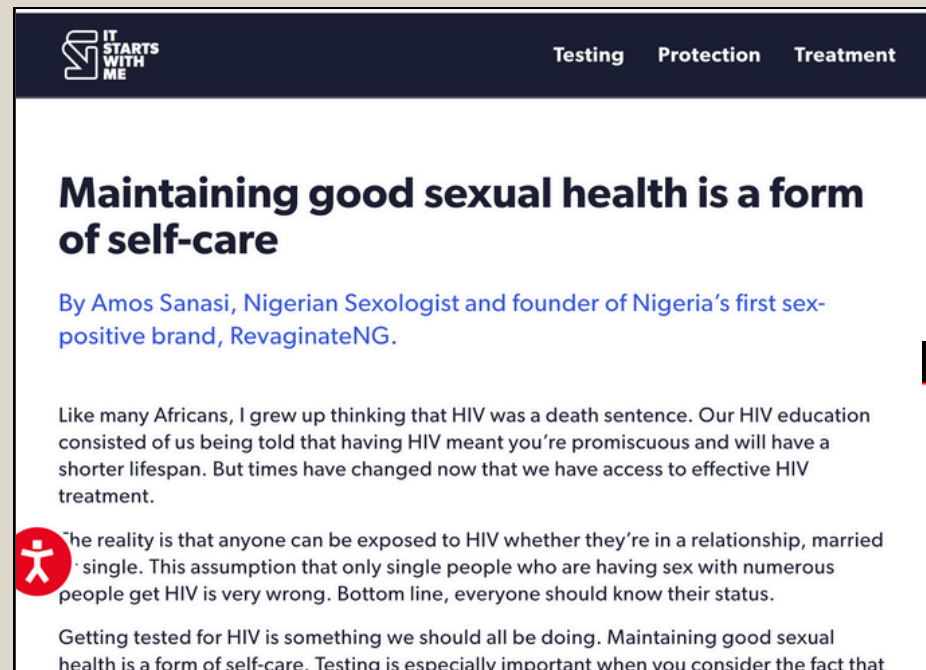


PREVIOUS WORK

Terrence Higgins Trust

Britain's leading HIV and sexual health charity

At Terrence Higgins Trust, I ghostwrote a range of ***blogs and articles***, and ***transcribed interviews*** featuring both *celebrity campaign spokespeople and individuals sharing deeply personal stories about living with or contracting HIV*. I collaborated closely with each contributor to ensure their voices were authentically represented, empowering them to retain full ownership of their narratives throughout the entire storytelling process.

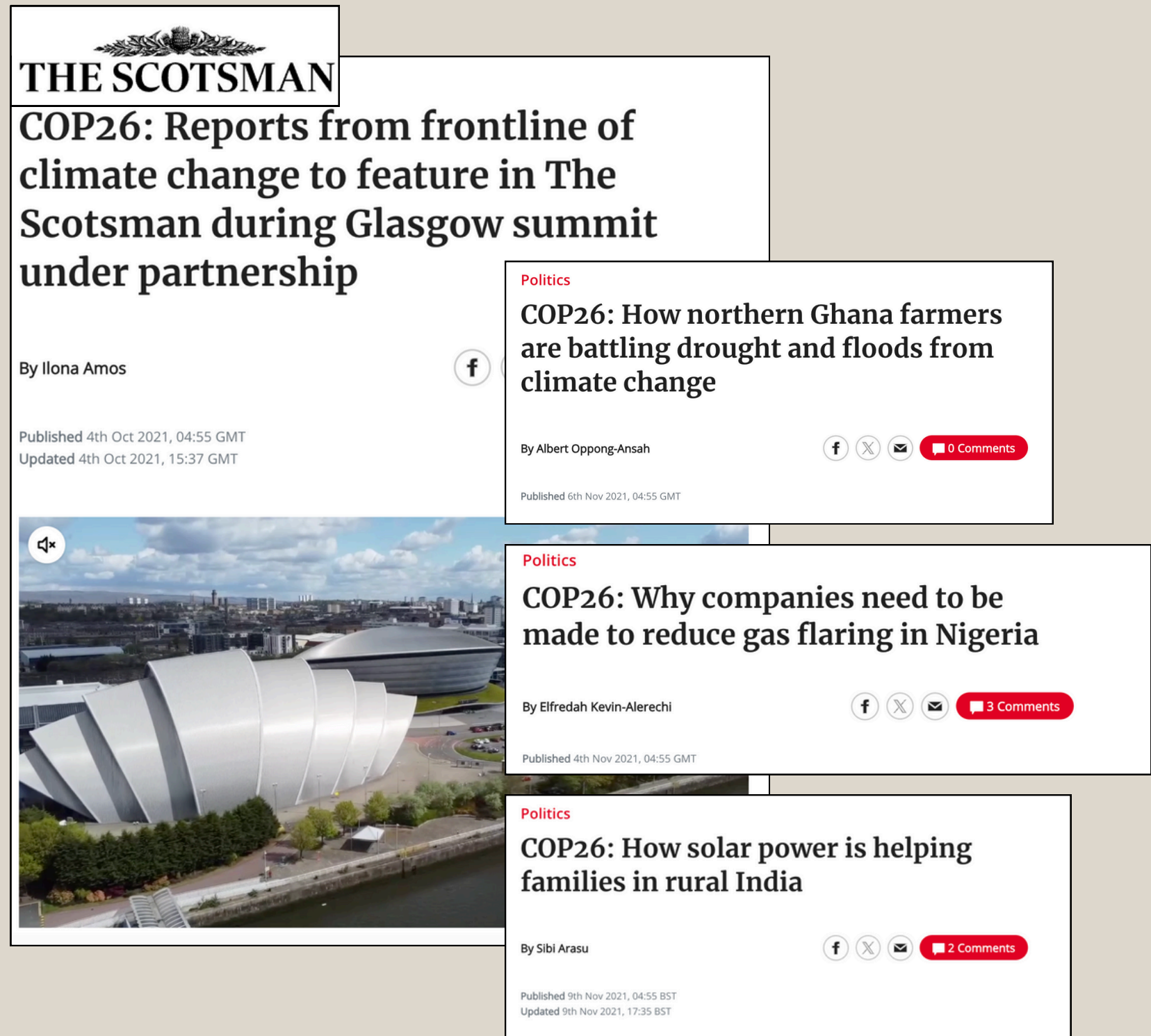


PREVIOUS WORK

Internews

Global charity that supports local media

During COP26 in Scotland, I facilitated a media partnership with The Scotsman, a leading local newspaper, to amplify the voices of global journalists covering the conference. Over the two-week summit, international reporters contributed in total 14 articles that were published in the paper. While they wrote their own pieces, *I provided editorial support*—particularly for those writing in English as a second language—ensuring their stories were clear, compelling, and most importantly, told in the way they intended.

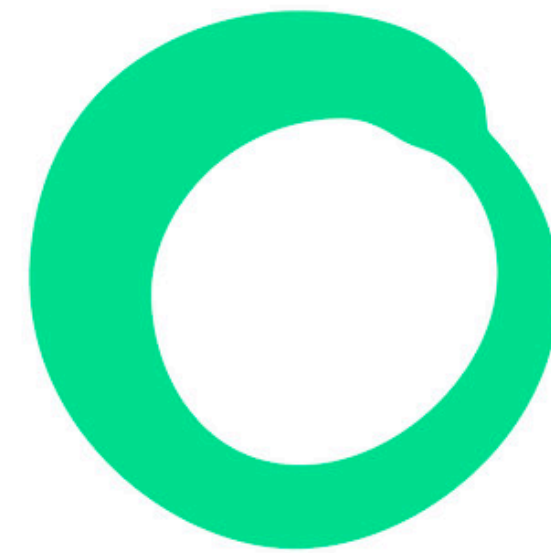


PREVIOUS WORK

Friends of the Earth

Leading environmental grassroots organisation

As Stories Manager at Friends of the Earth, I was responsible for **developing tools, guidelines, and case study consent forms to support ethical storytelling** across the organisation. I created processes that ensured individuals with lived experience were treated with care, respect, and agency throughout their involvement, helping the organisation share powerful stories in a responsible way.



**Friends of
the Earth**



GET IN *TOUCH*



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