



Job Description

Title:	Communications and Marketing Manager
Accountable to:	Director of Income Generation and Housing
Reporting to:	Head of Brand, Communications and Marketing
Location:	Home Based with occasional travel to Head Office (Leamington Spa)
Salary:	£34,000 to £40,000 depending on experience
Contract Type:	Permanent
Working Hours:	Full time - 35 hours per week (job share considered)
Benefits:	25 days holiday plus bank holidays (pro rata), Pension scheme, Flexible working arrangements

About the role

We're recruiting for a talented Communications and Marketing Manager to join us moving into an exciting new era for our charity. This is an opportunity for the successful candidate to show their creative and strategic communication skills and take ownership of innovative projects.

The Communications and Marketing Manager will be responsible for planning and creating content for multiple channels and audiences in accordance with the Brand, Communications and Marketing departments priorities. This includes employing a range of copy, design and digital marketing skills to reach and engage women who need our vital support and the supporters who enable us to offer our housing, practical support, advocacy and Helpline & counselling services.

Main purposes of the job

Reporting to the Head of Brand, Communications and Marketing and joining marketing and fundraising team meetings as requested, the post holder will take responsibility for content marketing strategies and delivery, internally and externally. You will be working closely with the marketing team and with colleagues across different departments to understand their services' marketing needs and create compelling messaging and high quality comms that have a positive impact on the charity's profile.

The postholder will work with the marketing and fundraising team to fulfil the communications strategy and plans, using their own initiative, creativity and professional skills to drive growth of new supporter acquisition and client numbers.

Key Responsibilities

The Communications and Marketing Manager will work across several areas, including:

1. Digital Marketing

- Plan and develop content to support Life's strategic objectives in the areas of: digital marketing, including email, social media, video, campaigns etc.

- Collaborate with the wider marketing team to increase Life's digital footprint, deliver professional content standards, and drive Life's growth in client acquisition, income generation, and supporter acquisition
- Employ best practices and creative ideas for national brand awareness and growth
- With the marketing team, be a guardian of the Life brand, ensuring correct, consistent, integrated, and effective use of our branding, tone of voice, and house style internally and externally
- Ensure all digital information is accurate, up to date, and relevant
- Strategize with the team to grow multiple channels and develop funnels according to campaign objectives

2. Campaign Marketing

- Develop and maintain networks of contacts to assist in cascading campaign messaging and support fundraising and other departments
- Experience of a variety of marketing and campaigning tools, on- and off-line
- Keep to date with communications technology and marketing trends, including AI

3. Content creation

- Support the Digital Marketing Co-ordinator in their social media and storytelling work and offer advice that aligns with and enhances the effectiveness of Life's overall marketing strategy
- Deliver excellent copywriting across digital channels
- Deliver engaging and accessible graphic design
- Create engaging social media, digital and print content and see it through to delivery
- Use a knowledge of various platforms to develop and repurpose content appropriately

5. Other

- Keep effective track of content and digital work, reporting to the Head of Brand, Communications and Marketing on progress and offering ideas for content, campaigns and improvements for the purposes of brand reach and engagement
- Support in monitoring brand sentiment and internal and external communications and liaise with marketing team to respond in a timely and appropriate manner
- Develop good relationships with team members in all departments
- Any other duties commensurate with the level of position and grade

About you

Strong digital and content skills

- A proven track record of creating digital content that creates value for audiences.
- Strong working knowledge and experience in various forms of marketing.
- Experience in organising a workload and schedule that aligns with wider aims of an organisation.
- Significant experience communicating with different audiences.
- An understanding of SEO, inbound marketing, and content strategy / creation.
- Strong internal/stakeholder communication skills.
- Have a working knowledge of WordPress and Elementor in order to support website management and work effectively with our Website and Software Developer
- Have an awareness of integration of digital marketing tools
- Understanding of user journeys and experience, and how to optimise these
- Show a good level of design skills using software such as Canva/InDesign/Adobe/
- Have some experience of video creation and editing, or managing video content development

Project management skills

- Excellent organisational, planning, prioritisation and time management skills with an ability to work to deadlines and change priorities when needed.
Ability to recognise risks and communicate effectively to avoid these.

- Confident working with suppliers, including printers and specialists, to ensure high quality delivery of all aspects of a campaign
- Confident using data to analyse audience insight, to increase conversion rates and achieve excellent stakeholder experience
- Possess a good grasp of different analytics tools, including GA4, for evaluating and reporting on performance of campaigns

High work quality and passion for innovation

- Excellent eye for detail, works to deliver high-quality work.
A passion for innovation, an open mind, and a willingness to learn and grow.
- An ability to work well in a team and independently.

Strong interpersonal skills

- Excellent communication skills, energetic and passionate.
Demonstrable track record of building lasting professional relationships.

Charity and fundraising interest

- An understanding of the charity sector or an interest in charities would be a bonus.
- Knowledge of digital fundraising, digital brand awareness opportunities and digital conversion.

Personal responsibilities:

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.

Corporate behaviours:

All staff are expected to:

- Work towards the charity's aims and objectives, and uphold its vision and mission.
- Demonstrate respect for others and value diversity.
- Act responsibly regarding the health and safety of themselves and others.
- Focus on the client and customer, both internally and externally, at all times.
- Make an active contribution to develop the service.
- Learn from, and share experience and knowledge.
- Keep others informed of issues of importance and relevance .
- Consciously review mistakes and successes to improve performance.
- Act as an ambassador for the charity and always maintain professional standards.
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality.
- Demonstrate a flexible approach to their work.
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

Post title: Communications and Marketing Manager

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Strategic Ability / Innovation		
Experience in creating and delivering a digital marketing and communications strategy	✓	

Experience in horizon scanning for new products/ideas/developments within digital marketing		✓▪
Willingness to contribute to the development of services	✓▪	
Experience in delivering and demonstrating results	✓	
Experience / Knowledge / Qualifications		
At least 5 years of experience in various forms of content creation and communications, and able to demonstrate relevant professional experience within digital marketing	✓▪	
Experience in the charity sector or in fundraising		✓▪
Experience of designing and delivering digital marketing and communication activities.	✓▪	
An understanding of GDPR and other relevant regulations	✓▪	
Excellent IT skills including Microsoft packages	✓▪	
Holds a relevant qualification		✓▪
Proven relevant experience with a successful track record	✓▪	
Experience with national campaign marketing		✓▪
Communication		
Strong verbal and written communication skills	✓▪	
Communicates effectively and openly at all levels	✓▪	
Experience of communicating effectively with a wide range of people to identify their needs, preferences and demands		✓▪
Ability to promote the charity to a wide range of individuals and external contacts	✓▪	
Ability to remain calm in crisis communications situations	✓▪	
Personal		
Committed to the vision, mission and values of the charity	✓▪	
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓▪	
Ability to work with people at all levels	✓▪	
Positive outlook and approachable personality	✓▪	
Ability to work on own initiative	✓▪	
Handles pressure of meeting deadlines and supports others where possible	✓▪	
Ability to prioritise workload and plan time	✓▪	
Commitment to own personal and professional development	✓▪	
Ability to motivate others and work as part of a team	✓▪	
Personal philosophy of ethical, respectful and compassionate communications	✓▪	

