

Campaigns Manager



**Weston
Park**

Cancer Charity

Together at every step.

Working here

Position:	Campaigns Manager – Grade 5
Reporting to:	Marketing Manager
Job location:	Primary base on site; Weston Park Cancer Charity Hub, Whitham Road, Weston Park Cancer Support, Northumberland Road, Sheffield or Cavendish Support Centre, Wilkinson Street with some remote working. Event site working as required across South Yorkshire with occasional national events.
Hours:	Full time - 37.5hrs per week
Salary:	£32,889 - £38,978 (Our Policy is to recruit at the bottom of the salary grade, unless significant relevant experience can be demonstrated)
Contract length:	Permanent

What we do

For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advise and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

What you do

Main purpose of post

The Campaign Manager will lead the development and delivery of engaging, audience-focused campaigns that raise awareness of the charity, increase understanding of cancer support services, promote grant-giving programmes, and help drive fundraising growth across the region.

The role will focus on bringing the charity's impact to life through powerful storytelling, creative campaigns, and compelling content that demonstrates how the charity supports people affected by cancer and invests in hospitals, healthcare services, and local communities.

Working across fundraising, services, and communications, the Campaign Manager will develop integrated campaigns that inspire support, strengthen community engagement, and increase the visibility and reach of the charity.

Key Responsibilities

Campaign Development & Delivery

- Develop and deliver multi-channel campaigns that support the charity's strategic priorities and objectives.
- Create awareness campaigns that promote the charity brand, support services, fundraising activities, and grant-giving programmes.
- Lead campaign planning from concept through to delivery and evaluation.
- Ensure campaigns are audience-focused, emotionally engaging, and aligned with the charity's values and tone of voice.
- Coordinate campaign timelines, budgets, assets, and stakeholder input to ensure successful delivery.

Demonstrating Impact Through Storytelling

- Develop compelling campaign content that demonstrates the real-life impact of the charity's work.
- Showcase how fundraising supports people affected by cancer, healthcare improvements, hospital services, community initiatives, and wellbeing programmes.
- Gather and develop case studies, patient stories, supporter testimonials, videos, photography, and impact data.
- Work sensitively with beneficiaries, families, healthcare professionals, and grant recipients to capture authentic stories.
- Translate complex healthcare or grant information into accessible and engaging public-facing content.

Supporting Fundraising Growth

- Create campaigns that help increase fundraising income and supporter engagement.
 - Support community fundraising, events, corporate partnerships, individual giving, and appeals through targeted campaign activity.
-

Campaigns Manager (Grade 5)

- Develop supporter journeys and engagement campaigns that encourage donations, participation, and long-term loyalty.
- Identify opportunities to broaden audience reach and attract new supporters.

Awareness of Services & Grant-Giving

- Increase awareness of the charity's support services among people affected by cancer, carers, healthcare professionals, and local communities.
- Promote grant-funded projects and partnerships across hospitals and community settings.
- Work collaboratively with service delivery teams and healthcare partners to communicate outcomes and opportunities effectively.
- Support campaigns that improve access to services and reach underserved audiences.

Content & Communications

- Develop campaign content across digital, print, social media, email, video, PR, and advertising channels.
- Work with designers, photographers, videographers, agencies, and suppliers where required.
- Ensure all campaign materials are accurate, accessible, inclusive, and on brand.
- Contribute to website content, newsletters, impact reports, and social media storytelling.

Monitoring & Evaluation

- Monitor campaign performance and provide regular reporting on engagement, reach, conversions, and impact.
- Use audience insights, analytics, and feedback to optimise campaign effectiveness.
- Evaluate return on investment and identify opportunities for continuous improvement.

Relationship Management

- Build strong relationships across fundraising, services, healthcare partners, community organisations, and external suppliers.
- Act as a positive ambassador for the charity at events, meetings, and partnership activities.
- Support collaborative working across teams to maximise campaign impact.

General Responsibilities

Every employee is required to:

- Adhere to, and comply with, organisational policies, procedures and guidelines at all times.
 - Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
-

Campaigns Manager (Grade 5)

- Comply with the organisational policy on confidentiality, and the General Data Protection Regulations
- Respect the confidentiality and privacy of donors, guests and staff at all times.
- Maintain a constant awareness of health, welfare and safety issues affecting colleagues, patients, volunteers, visitors and themselves.
- Participate in personal and organisational training and development and performance framework meetings

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Who you are

We are seeking a highly motivated individual who shares our values to join Weston Park Cancer Charity's busy charity team. Our Campaigns Manager will play a vital part in our team and help us to deliver our vision: a better life for those living with, and beyond, cancer in our region. If you are interested in progressing your career within an organisation which makes a real difference to the lives of thousands of people, we'd love to hear from you.

About you:

- You are a compassionate communicator: able to communicate sensitive stories with empathy, authenticity, and respect.
- You are a strategic thinker: understands how marketing supports fundraising, awareness, and community impact.
- You are creative & innovative: generates fresh campaign ideas that engage diverse audiences across the region.
- You are a collaborative relationship builder: works effectively with patients, staff, volunteers, supporters, healthcare partners, and media.
- You are results-driven & organised: uses insight, data, and strong project management to deliver measurable outcomes.
- Act as an ambassador for Weston Park Cancer Charity, reflecting the objectives and values, and to always work in the best interests of the charity.
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution in delivering the charity's strategy and raising the profile of Weston Park Cancer Charity.

Our Total Rewards Package

Our Total Rewards Package is the result of staff feedback and best practice across the charity, public and private sectors. Some of our key benefits, depending on eligibility, include:

- 27 days (plus bank holidays) annual leave
- Option to purchase additional five working days per year
- Westfield Health level 4 coverage
- 12 weeks maternity leave at 100% pay and an additional 6 weeks at 50%
- Up to 2 weeks full paternity pay
- NHS benefits
- Hybrid working
- A minimum 4% employee / 6% employer contribution through our Auto Enrol private pension scheme. *Tax relief is automatically claimed for the staff member.
- Death in service cover
- Birthday Leave

Person Specification

Methods of Assessment:

A = Application

I = Interview

R = References

T = Test/Presentation

	Essential	Desirable	Assessment
QUALIFICATIONS			
Relevant qualification in marketing, communications, PR, or digital media.		√	A/I
EXPERIENCE			
Experience in campaign management, marketing, communications, fundraising, or public engagement.	√		A/I/R/T
Proven experience developing and delivering successful multi-channel campaigns.	√		A/I/R/T
Experience creating compelling content and storytelling campaigns for a range of audiences.	√		A/I/R/T
Experience managing projects and coordinating multiple stakeholders and deadlines.	√		A/I/R/T
Experience using digital communications and social media to drive engagement.	√		A/I/R/T
Experience evaluating campaign performance using analytics and reporting tools.	√		A/I/R/T
Experience working in the charity, healthcare, or not-for-profit sector.		√	A/I/R/T

Campaigns Manager (Grade 5)

Experience supporting fundraising campaigns or donor engagement.		✓	A/I/R/T
Experience working with patient stories, impact reporting, or grant-funded projects.		✓	A/I/R/T
KNOWLEDGE & SKILLS			
Excellent written and verbal communication skills.	✓		A/I/R/T
Strong creative and storytelling ability.	✓		A/I/R/T
Understanding of audience engagement and campaign planning.	✓		A/I/R/T
Knowledge of digital marketing channels, social media, and content creation.	✓		A/I/R/T
Ability to communicate sensitively around cancer, health, and personal experiences.	✓		A/I/R/T
Strong organisational and project management skills.	✓		A/I/R/T
Ability to analyse campaign performance data and make evidence-based recommendations.	✓		A/I/R/T
Excellent interpersonal and relationship-building skills.	✓		A/I/R/T
Knowledge of cancer support services or healthcare communications.	✓		A/I/R/T
ATTRIBUTES			
Compassionate, empathetic, and values-driven.	✓		A/I/R/T
Passionate about improving the lives of people affected by cancer.	✓		A/I/R/T
Creative, proactive, and solutions-focused.	✓		A/I/R/T
Collaborative team player with a positive attitude.	✓		A/I/R/T
Highly motivated with strong attention to detail.	✓		A/I/R/T
Adaptable and able to work in a fast-paced environment.	✓		A/I/R/T

How to apply

Campaigns Manager (Grade 5)

Closing date: Sunday 21st June

Interviews: Monday 6th July

Application format: Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

Apply to: HR@wpcancercharity.org.uk