



Ileostomy & Internal Pouch
Association

www.iasupport.org

Communications and Marketing Manager Recruitment Pack



Listen • Inform • Support

About the role

We are looking for an experienced Communications and Marketing Manager with excellent organisational skills to develop, implement and manage effective communication strategies for a charity based in the healthcare sector, with a national and local reach across the UK and Ireland.

You'll have demonstrable experience in planning and implementing different communications strategies across a range of marketing channels to help us grow our organisational profile, uphold our vision and values, while extending our reach across the sector to support growth and awareness among the community we support.

As part of the daily management of the charity's communications and marketing needs, you'll work with colleagues and volunteers to raise awareness maximise awareness of our support model, support the organisation through attendance of national and local events and be part of a team representing the charity at key exhibitions during the year requiring you to be away overnight for up to 3 or 4 nights at a time (depending upon location) – approximately 3-4 times per year. Further information will be available to candidates taken forward for interview.

You will be integral to our communications and marketing approach, collaborating with colleagues who manage our social media and published communications (e.g. member magazine). Above all you are someone who fosters an organisation-wide approach working with, mentoring and supporting colleagues to ensure a planned, structured and collaborative approach to our communications and marketing planning. The ideal candidate must have a proven track record in managing communications, producing effective content and campaigns across a range of channels (print, digital, online) for at least TWO years, ideally bringing additional experience from within the charity sector.

The role is primarily remote and the successful applicant can work from a location of their choice (subject to representing the charity at key meetings, internal meetings and exhibitions throughout the year). The role holder will make optimum use of video conferencing and online collaboration tools to work as part of a wider communications team so the team feels connected and engaged in its approach.

Interviews will be two-stage for successful candidates. Initial interviews will be held via video conferencing (such as Zoom) with successful candidates going through to a second round. Second round interviews will be face-to-face interview (with advance notice). Successful candidates will, in advance of the second round, be given a short working brief and asked to present their campaign ideas at interview together with past examples of their work.

UK travel within the role is expected with the charity reimbursing reasonable travel costs where agreed up front and on behalf of the charity.

ABOUT IA

What we do:

IA offers peer-to-peer support to those with, or about to have, either an ileostomy or an internal pouch. We also help fund research into bowel disease and other conditions leading to the removal of the colon, as well as providing relevant information to interested parties using a range of channels.

Our strapline, “Because we know, we care”, sums up our whole ethos. Individuals can join either their local IA member organisation, or the IA national charity, and in either case, gain access to a range of services and support, including our flagship quarterly Journal, local and national meetings and information events, and other services such as our One2One peer support and Support Through Therapy services.

History:

Founded in 1956 by Professor Bryan Brooke, and as one of the first ostomy charities to be set up globally, Ileostomy and Internal Pouch Association (IA) has been at the forefront of providing peer to peer support to people with living with an ileostomy and their families since its inception. More lately, following surgical advances, IA introduced support for people living with an internal pouch in 1993. We are immensely proud of our history and the vital help we have provided to many thousands of people over the past 69 years at a time when the need for life-changing surgery can feel unsettling, uncertain of the future and vulnerable.

Our Vision:

Improving the lives of those with an ileostomy or an internal pouch.

Our Mission:

To deliver our vision of improving the lives of those with an ileostomy or internal pouch, their families and carers, we will:

- Remain the leading voice acting on their behalf
- Continue to lobby for better care and support from government and health service providers
- Break down taboos
- Provide high quality peer-to-peer support and professional information, support and services
- Support and fund research that achieves our aims

Our Values:

Our values are inherent in what we do. They underpin the guiding principles by which we operate, the decisions that we make and the guidance that we offer. They ensure we act with integrity remaining true to what we believe and how we would want to be supported.

Trusted

We are a respected, established charity using evidence, knowledge and experience to provide excellent levels of support and influence positive change; others believe what we say because they know we can back it up.

Compassionate

As a patient-led charity, our unique perspective informs and drives an unshakeable determination to support those with, or about to have, ileostomies and internal pouches, their families and carers – because we know, we care.

Independent

We will not compromise the independence we have fearlessly maintained throughout our long history as it allows us to give truly impartial advice to those who rely on our services, as well as the power to say what needs to be said for their benefit.

Professional

We are open, reliable, accountable and ethical, always adhering to applicable requirements and guidelines, and maintaining the highest of standards in all aspects of our work.

Innovative

We are ambitious and determined to drive change, pushing boundaries and embracing new ideas to deliver a positive impact in pursuit of our mission.

Knowledgeable

We make best use of our specialist expertise and knowledge to promote understanding and best practice, whilst continually learning and evolving to ensure we remain skilled and recognised leaders in our field.

Strategic Aims:

We are currently in year 3 of our 3-year Strategic Plan (2022-2025). Our strategy sets the direction for IA and ensures we are all focussed on the right things for the benefit of our members and the wider ostomate and pouch community.

We have six strategic aims:

1. Raise Awareness of IA

We want more people to be able to access the services we offer and the research we fund at the time they would most benefit from them. To do that, we need to increase IA's profile so that there is a greater awareness of IA amongst both the medical profession and the general public.

2. Improve and expand our service offering

We want to improve what we currently offer to ensure that IA remains fit for purpose, as well as expanding our services into new areas so that we continue to offer the highest levels of support to those who need it.

3. Harness the power of our group network and volunteers

We want to leverage the strengths within our existing group network and volunteers, sharing best practice and delivering high quality and consistent services to our users.

4. Strengthen our organisation

We need to ensure that we have the resources, strategies and processes in place to strengthen our organisation, ensuring we remain a robust and resilient charity, able to respond effectively to change and survive any future challenges.

5. Develop our research portfolio

We want to ensure that research is integral to everything we do. We will continue to develop our research portfolio to broaden and deepen knowledge of bowel disease and the patient journey for those with ileostomies and internal pouches, ultimately leading to better care.

6. Advocate on behalf of our members and represent their interests externally

We recognise that people need immediate support, but that they also need long term change to the way those with ileostomies and internal pouches are viewed and treated. To achieve this change, we want to fight for better services, standards of care and rights, campaigning to deliver the best possible improvements.

Beneath each strategic aim sits a number of strategic objectives and the measures we will use to assess the difference we have made. Further details can be found in our Strategic Plan at <https://iasupport.org/wp-content/uploads/2022/09/IA-Strategic-Plan-2022-2025-LOW-RES.pdf>

Organisation Structure

Ileostomy and Internal Pouch Association (IA) is a charitable Company Limited by Guarantee (CLG), company number 10375943 (England and Wales), registered with both the Charity Commission in England and Wales, under registration 1172338, and OSCR in Scotland, under registration SCO48658. IA changed its legal structure in 2018 when the charity took CLG status.

Throughout its existence, IA has operated a number of local groups, known as member organisations, which are located throughout the UK. Member organisations operate either as a 'branch', and are therefore fully integrated under the national charity, or as an 'affiliate', operating under their own autonomous charitable status (independently registered with the Charity Commission), with a governing agreement in place between the main charity and the affiliate organisation. There are currently 41 member organisations operating throughout the UK, of which 36 operate as branches and 5 as affiliates.

IA, as the national charity, provides central services to both member organisations and individual members, as well as providing policy and direction for the IA network. Policy decisions require formal approval from the Board of Trustees and one representative from each member organisation, ensuring that member organisations are central to the charity's governance and policy setting.

Governance and Leadership

Our Board of Trustees holds ultimate responsibility for everything we do. The Board is made up of up to 15 Trustees, with strong representation from those living with ileostomies or internal pouches, but also including those with relevant backgrounds, such as medical and financial. Each Trustee serves for a three-year term with a maximum of three terms, extendable in exceptional circumstances to retain critical expertise. The Board of Trustees delegates certain responsibilities to a number of sub-committees. In addition, there is a Management Committee, which consists of senior staff and Trustees, and meets regularly to consider matters of both strategic and operational natures, making recommendations to the Board of Trustees where relevant.

The Team

Our central team is a mix of around 11 employed staff & contracted third parties who manage the day-to-day running of the charity with overall responsibility across the charity for charitable functions such as finance, IA national office, communications and PR, editorial, volunteering and IT. Each being supported by the CEO/Treasurer, Senior Management Team and Board of Trustees. IA's national office is based in Rochford, Essex.

Pivotal to IA are our amazing team of over 100 volunteers spread across the UK providing local support through IA's branch and affiliate network. Many of our volunteers are themselves living life after surgery using their lived experiences to support others. Our volunteers are making a huge difference locally such as organising local events, providing local support, attending open days and other relevant events plus our trained volunteers who offer One2One support.

Role Overview

Role Overview:

- Job Title:** Communications and Marketing Manager
- Reports to:** Trustees/CEO
- Location:** Remote (although some irregular travel required to charity events and meetings)
- Salary:** £40,000 - £43,000 commensurate with experience
- Contract:** Full time - 35 hours per week
- Benefits** Comprehensive benefits package including 28 days holiday plus Bank Holidays

Right to Work in the UK

Applicants must hold the right to work in the UK in line with existing UK Government guidelines: <https://www.gov.uk/prove-right-to-work>.

Inclusion and Diversity

IA is an equal opportunities employer and welcomes all applications from a wide range of candidates. As an inclusive organisation, we recognise the value in contributions from everybody to deliver on our core values with kindness, empathy and respect. IA is committed to following the provisions of the Equality Act 2010.

Key Responsibilities

- Plan, execute and monitor a value-driven, measurable communications and marketing strategy across our print, digital and internal channels in accordance with the direction of the Board
- Demonstrable experience developing, collaborating and managing multi-channel campaigns as part of the overall strategy measuring their effectiveness, adapting to change, where necessary, as part of the wider communications approach (digital, print)
- Develop engaging, accessible and audience-focused content to build trust and a relationship with our target audience
- Excellent organisational skills to manage small projects, ensuring timely delivery and execution supporting risk identification and mitigation
- Upholding brand and culture in everything you do
- Collaborate with colleagues to support organisation and management of charity events
- Oversee the communications and marketing direction of the charity to ensure consistency in approach across all channels
- Build and maintain relationship with journalists and oversee other PR opportunities
- Develop and nurture strategic partnerships with key individuals, stakeholders, and community voices, building strong working relationships that support authentic storytelling and enhance the charity's impact
- Ensure all content is accessible, inclusive and aligns to our brand and identity
- Budget management with strong planning to meet upcoming deliverables and identifying areas where financial savings can be made to maximise charity resources
- Produce meaningful management information at key times
 - Monthly senior management reporting
 - Quarterly Board reporting
 - Annual reports (authoring and collaborating from external sources)

Skills and Qualities

- Creative, proactive and confident in your approach achieving outcomes in a timely manner and within budget
- Excellent interpersonal skills with ability to build strong working relationships
- Adaptable, flexible and committed to our charitable aims and values
- Strong time management skills

Person Specification

Essential Experience

- At least two years experience in a Communications/Marketing Management role
- Experience in developing and implementing communications and marketing strategies, ideally within the not-for-profit sector, across a wide range of marketing channels
- PR experience and media liaison
- Communications planning and forward thinking
- Brand management
- Team player/Mentor
- Campaign management to raise the organisational profile and advocate for people
- Working with third party stakeholders to manage exhibition attendance, organise events and more generally any services provided to/purchased by the charity
- Working with and maintaining effective stakeholder relationships including our trustees, staff, volunteers and external medical professionals
- Demonstrable experience of online and digital marketing platforms to promote the charity, raise awareness and support our target audience
- A strong working knowledge of social media platforms, although we have a dedicated social media manager undertaking the role that you will collaborate with
- Familiarity with UK data protection regulation

Desirable Experience

- Knowledge and experience of SEO
- Budgetary management
- Experience in social media moderation
- Experience in creative tools (Canva, Adobe products) and digital marketing platforms
- Podcasts or similar digital content
- Experience of working on sensitive content
- Experience across the not-for-profit sector
- Ambassador management

How to Apply

Application Submission

To apply, please submit:

1. Your CV (up to 3 pages)
2. A covering letter outlining your suitability to the role (max 500 words)

Interviews will be two-stage for successful candidates. Initial interviews will be held via video conferencing (such as Zoom) discussing previous experience and role fit with successful candidates going through to a second round. This includes alignment to IA's values. Please allow up to 1 hour for this stage.

Second round interviews are expected to be in-person in a central location - advance notice will be given and the charity will reimburse reasonable travel expenses, approved in advance. Successful candidates will, in advance of the second round, be given a short brief and asked to present their campaign ideas from a charity working example at the interview. This should be available to us at least 48 hours prior to interview to allow us time to review.

Additionally second stage applicants will be asked to provide examples of their own work, at least 48hrs prior to the interview. You should be comfortable sharing past content that you have created previously which will be treated with the strictest confidence. Please allow up to 1.5 hours for this second stage.

Applications should be submitted to scott.clifford@iasupport.org by the closing date given in the timetable below. We will endeavour to acknowledge receipt of your application, depending upon the number of applications received. Only shortlisted applicants will be contacted post acknowledgement of receipt. Applicants are encouraged to ensure availability in line with the recruitment timetable below.

For an informal chat about the role, prior to application, please contact scott.clifford@iasupport.org (Trustee).

While IA recognises the value of AI technology in the current climate, IA reserves the right to ignore applications where we have reason to believe that they have been wholly produced using generative AI tools.

Please let us know if you require any additional support to attend or undertake an interview or if there is anything we should consider as part of the interview process.



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Recruitment Timeline

IA will endeavour to work to the following recruitment timelines to set applicant expectations however we reserve the right to amend the timelines based on volume and quality of applications submitted.

No recruitment agencies please.

Stage	Date
Applications open	10 June 2026
Deadline for applications	10 July 2026
First stage interviews (Online interview – approx 45m long, allow up to 1hr)	w/c 27 July 2026
Second stage interviews (In-person interview - allow up to 1.5hrs) <i>Note: You will be provided with a short brief at least one week prior to interview and asked to share an overview of how you plan a campaign and some campaign ideas from the brief given at least 48hrs prior to interview date. You will be asked to present your ideas at interview and be prepared to answer any questions on your approach.</i> <i>You should also be prepared to share any examples of past work created 48 hrs prior to the interview date. This will be treated with the strictest confidence.</i>	w/c 10 August 2026
Appointment confirmed by	14 August 2026
Anticipated start date (negotiable - dependent upon current position, required notice period and fulfilment of employment checks (e.g. references and DBS checks))	