

About Tom's Trust

Tom's Trust is the UK's leading charity dedicated to providing psychological support to children and young people with brain and central nervous system tumours and their families.

A brain tumour diagnosis affects every aspect of family life. Our expert clinical psychologists support families from diagnosis, throughout treatment, rehabilitation, and where necessary, bereavement. Alongside our in-hospital services, we provide nationally accessible support and guidance through our online resource hub.

Our vision for 2026-2031 is that all children with brain tumours, and their families, will have access to at least a minimum level of psychological support wherever they live in the UK – either through our gold standard in-hospital support services or our online resources.

As we enter an ambitious new phase of growth, including our Brighter Futures campaign and plans to expand our reach and impact nationally, we are seeking an experienced Marketing & Audience Development Manager to help us build awareness, engage new supporters and grow fundraising income.

Marketing & Audience Development Manager

Responsible for

Digital Communications & Marketing Officer
PR & Engagement Officer

Salary

£37,000 - £39,000 FTE depending on experience

Hours

0.6 - 0.8 FTE (working pattern to be discussed but must include our all-staff day every Tuesday).

Location

Hybrid but based within reasonable travelling distance of South Cambridge, with attendance at our Duxford office every other Tuesday.

Purpose of the Role

This is a newly evolved role designed to help Tom's Trust increase its reach, influence and fundraising potential. The Marketing & Audience Development Manager will lead the charity's marketing strategy, focusing on growing audiences, strengthening supporter engagement and delivering integrated campaigns that increase awareness, participation and income.

Working closely with the Head of Fundraising & Communications, the postholder will play a key role in developing Tom's Trust's national profile, using powerful storytelling, audience insight and digital marketing techniques to engage supporters and drive fundraising growth.

As a growing charity, we need someone who can maximise impact from limited resources. The successful candidate will be creative, entrepreneurial and able to identify cost-effective ways to grow audiences, increase engagement and support fundraising, making every pound and every opportunity work as hard as possible.

The role will lead and develop a small communications team, ensuring marketing, digital and PR activities work together effectively to support the charity's strategic and fundraising goals.

Key Responsibilities

Marketing & Audience Growth

- Develop and deliver Tom's Trust's marketing and audience development strategy.
- Grow awareness and engagement across key audiences including supporters, families, healthcare professionals, corporate partners and fundraisers.
- Increase the charity's reach across digital channels, including social media, email and website.
- Identify opportunities to attract and engage new supporters through organic and paid activity where appropriate.
- Develop audience acquisition plans to increase followers, email subscribers, event participants and donors.

Fundraising Marketing

- Work closely with fundraising colleagues to create and deliver marketing campaigns that support income generation.
- Lead marketing activity for fundraising appeals, challenge events, community fundraising initiatives and regular giving campaigns.
- Support the development of supporter journeys that improve engagement, retention and conversion.
- Identify opportunities to strengthen digital fundraising and improve online donation performance.
- Use audience insight and data to optimise fundraising campaign performance.

Campaign Leadership

- Lead the planning and delivery of integrated campaigns across marketing, digital and PR channels.
- Maximise the reach and impact of the Brighter Futures campaign as a key driver of awareness and fundraising growth.
- Ensure campaigns are audience-led, measurable and aligned with organisational priorities.
- Collaborate with colleagues across the charity to identify compelling stories and campaign opportunities.

Content, Brand & Storytelling

- Ensure Tom's Trust's brand, messaging and tone of voice are consistently applied across all channels.
- Oversee the development of engaging content that brings the charity's impact to life.
- Work with the PR & Engagement Officer and Digital Communications & Marketing Officer to maximise the value of family stories, ambassador content and media opportunities.
- Support the ongoing development of the charity's website and content strategy.

Data, Insight & Evaluation

- Develop meaningful marketing and audience growth KPIs.
- Monitor and report on campaign performance, audience growth and fundraising outcomes.
- Use data and insight to improve performance and inform future activity.
- Develop a culture of testing, learning and continuous improvement.

Leadership & Team Management

- Line manage and support the Digital Communications & Marketing Officer and PR & Engagement Officer.
- Provide strategic direction, coaching and development opportunities for team members.
- Foster a collaborative, supportive and ambitious culture within the team.
- Work closely with the Head of Fundraising & Communications to align marketing activity with wider organisational objectives.

Person Specification

Essential

- Experience growing an audience from a relatively small base
- Significant experience in a marketing, audience development, digital fundraising or communications role.
- Experience planning and delivering successful multi-channel marketing campaigns.
- Demonstrable experience growing audiences, engagement or supporter participation.
- Strong understanding of digital marketing, social media and email marketing.
- Experience using data and analytics to inform decision-making and improve performance.
- Excellent project management and organisational skills.
- Strong written and verbal communication skills.
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- Experience managing or mentoring staff.
- Ability to think strategically while also delivering operational activity.
- Commitment to the mission and values of Tom's Trust.

Desirable

- Experience within the charity sector.
- Experience supporting fundraising campaigns and income generation.
- Knowledge of supporter journeys, conversion optimisation and digital fundraising.
- Experience of audience acquisition through paid and organic channels.
- Experience using Google Analytics, Meta Business Suite and email marketing platforms.
- Experience of working with sensitive stories and vulnerable groups.
- Knowledge of WordPress, Canva, Mailchimp and Donorfy.

Success in the First 12 Months

The successful candidate will:

- Develop and implement a clear audience growth strategy.
- Increase reach and engagement across Tom's Trust's digital channels.
- Strengthen the marketing performance of fundraising campaigns and challenge events.
- Help grow participation, supporter acquisition and regular giving.
- Increase the impact and visibility of the Brighter Futures campaign.
- Continue to foster a high-performing and collaborative communications team.
- Establish clear reporting and measurement frameworks for marketing performance.
- Lead the growth of Tom's Trust's audiences, profile and supporter base through strategic marketing, compelling storytelling and integrated campaigns that increase awareness, engagement and fundraising income.

Key responsibilities:

- Lead the marketing and audience development strategy.
- Drive growth across social, email and web audiences.
- Lead the marketing of fundraising campaigns, challenges and appeals.
- Maximise the impact of Brighter Futures as the organisation's flagship awareness and fundraising campaign.
- Develop supporter journeys that increase participation, retention and regular giving.
- Use insight and analytics to optimise performance.
- Line manage the Digital Communications Officer and PR & Engagement Officer.
- Work with the Head of Fundraising & Communications to strengthen the charity's national profile.

What We Offer

- Flexible and hybrid working
- Generous holiday entitlement
- Pension contribution
- Training and professional development opportunities
- Supportive and collaborative culture
- The opportunity to make a lasting difference to children and families facing a brain tumour diagnosis

Equal Opportunities

Tom's Trust is committed to creating an inclusive workplace where everyone feels valued, respected and able to thrive. We welcome applications from all backgrounds and communities.

Application Process

We know that no one candidate will meet every requirement in this job description. If you're enthusiastic about our mission and can demonstrate many of the skills and experience we're looking for, we encourage you to apply. We value potential, transferable skills, and diverse perspectives as much as direct experience.

Please note that we are unable to offer visa sponsorship for this role. Applicants must therefore have the existing right to work in the UK.

Please submit a 2 page CV and a one page covering letter detailing your reasons for applying for this role.

Job advert will run until 10th July 2026 but we intend to read CVs as they arrive and invite candidates to an informal chat before a more formal interview so please do submit your application as soon as possible.