

Job Description

Job Title: Marketing & Communications Manager	Department: Brand and Engagement
Reports To: Associate Director Brand and Engagement Direct reports: Brand and Impact Lead, Senior Campaign Lead, Digital Lead	Hours: 35 hours per week (part time considered for the right candidate). Occasional evenings and weekend work required. Hybrid working opportunities available. Band: D
<p>Main Purpose of the Job:</p> <p>The Marketing and Communications Manager leads the management, development and performance of Willen Hospice’s brand, marketing and communications activity. Working closely with the Associate Director Brand and Supporter Engagement, the role shapes how marketing and communications contribute to the hospice’s strategic objectives, reputation and ambitions for sustainable growth.</p> <p>The postholder will lead a driven and insightful marketing team, responsible for delivering high-quality, consistent and impactful marketing, creative, content and campaign activity across all channels. The role exists to strengthen organisational capability in digital and performance marketing, ensuring activity is insight-led, outcome-focused and demonstrably effective.</p> <p>The postholder will translate strategic direction into operational delivery, embedding a data-driven, test-and-learn approach that maximises return on investment. They will work collaboratively with the Supporter Growth Manager and Fundraising Managers to ensure marketing activity effectively acquires and converts new supporters, providing a strong and sustainable pipeline into supporter engagement journeys.</p> <p>As a visible internal and external ambassador for the hospice’s brand and values, the Marketing and Communications Manager will champion consistency, quality and audience focus across all communications, ensuring output is accurate, engaging and aligned to the hospice’s purpose and values. The role requires an enthusiastic and proactive leader who thrives in a fast-paced, varied environment and brings strong judgement, creativity and attention to detail to every aspect of delivery.</p>	
<p>Key Accountabilities:</p> <p>Strategic Marketing & Growth</p> <ul style="list-style-type: none"> • Translate strategic direction into focused marketing and communications plans that support organisational objectives, income growth and brand reputation. • Embed a performance led, insight driven approach, ensuring all activity is measurable, continuously optimised and delivers strong return on investment. • Drive development of modern, effective marketing practice, particularly in digital and performance marketing, ensuring the team is equipped to deliver high impact activity. 	

Campaign, Content & Creative Leadership

- Oversee the planning and delivery of high quality, compelling campaigns and creative content across digital, print, PR and social channels.
- Ensure all communications are audience centred, emotionally resonant and aligned with brand, messaging and organisational values.
- Lead structured experimentation using a test-learn-adapt approach to improve engagement, acquisition and conversion.

Supporter Acquisition, Conversion & Growth

- Lead marketing strategies that drive supporter acquisition, conversion and long-term value, working closely with the Supporter Growth Manager, Fundraising and Retail Managers to build a strong pipeline into fundraising journeys.
- Provide strategic oversight of digital marketing and channel development, ensuring the Digital Lead is supported to deliver high quality activity across key digital disciplines including paid media, search, SEO, web and analytics.
- Oversee governance and prioritisation for website content, accessibility and functionality, ensuring it remains aligned with organisational objectives and audience needs.
- Use insight, segmentation and digital optimisation to enhance campaign effectiveness and audience engagement, monitoring performance at a strategic level to guide continual improvement.

Brand Stewardship & Reputation Management

- Act as a guardian of the Willen Hospice brand, ensuring consistent quality, tone and visual identity across all touchpoints.
- Champion the hospice's purpose and values internally and externally, strengthening trust, understanding and community reputation.
- Lead proactive and reactive PR activity, managing sensitive communications and protecting organisational reputation.

New Media, Innovation & Emerging Channels

- Identify and develop new and emerging channels, formats and technologies to reach new audiences and diversify acquisition.
- Lead innovation through structured experimentation, applying data led decision making to test and scale effective approaches.
- Keep pace with sector and commercial best practice, including opportunities created by AI, automation and marketing technology.

Insight, Data & Performance Reporting

- Embed data driven decision making across marketing, ensuring performance is tracked, analysed and communicated clearly.
- Work closely with CRM, Supporter Engagement and Fundraising teams to ensure joined up measurement from acquisition through to retention and long-term value.
- Produce clear performance reports and recommendations for senior stakeholders, demonstrating impact, learning and ROI.

Team Leadership, Capability & Development

- Lead, motivate and develop the Marketing & Communications team, fostering a culture of creativity, accountability and continuous improvement.
- Identify and address skills gaps to strengthen team capability.
- Coordinate resources effectively to manage competing deadlines and support team wellbeing, development and succession planning.

Collaboration & Cross Organisational Partnership

- Build strong relationships across Income Generation, Clinical Services and supporting functions to deliver joined up, responsive marketing support.
- Provide expert guidance on marketing, brand and communications best practice to colleagues at all levels.
- Contribute to cross organisational projects and transformation initiatives, representing marketing strategically and operationally.

Governance, Compliance & Resource Management

- Manage marketing budgets effectively, ensuring transparency, value for money and investment aligned to strategic priorities.
- Ensure all activity complies with GDPR, fundraising regulations, accessibility standards and safeguarding considerations.
- Maintain robust systems for digital asset management, creative workflow and performance reporting, ensuring high standards and operational resilience.

Code of Conduct for all Employees

1. To operate at all times within the Willen values.
2. To act in a way that promotes the wellbeing of staff, volunteers, patients and families.
3. To work constructively with colleagues and stakeholders at all times.
4. To act as an ambassador for Willen at all times
5. To maintain confidentiality at all times.
6. To participate in annual Appraisal and attend any training identified.
7. To attend all mandatory training, e.g. fire training, moving etc.
8. To abide by the Policies and Procedures of Willen Hospice.

Employee to sign and return a copy of the Job Description to the People Services Department in acceptance and understanding of the role requirements.

Name:

Signature:

Date:



Person Specification

Job Title: Marketing & Communications Manager	Department: Brand and Engagement
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Consider the type of person required to perform in the role overleaf. Please indicate those requirements that are essential and those that are preferred on the form below:

	Factor	Requirement
1	Communication & Relationship Skills	<ul style="list-style-type: none"> • Exceptional communication skills, able to articulate complex marketing strategy, insight and creative direction clearly to senior leaders, colleagues and external partners. • Highly skilled at influencing at all levels — able to challenge constructively, set high expectations and inspire colleagues to think boldly and creatively. • Strong leadership presence: confident presenting recommendations, making a case for investment and advocating for detailed decision making. • Able to build trusting, collaborative relationships across Fundraising, Retail, Supporter Engagement, Clinical Services and organisational leadership. • Skilled at representing the hospice externally as a credible ambassador for brand, purpose and values. • Experience handling sensitive communications, crisis PR or media relations at a senior level.
2	Knowledge, Training & Experience	<ul style="list-style-type: none"> • Significant senior-level experience in marketing, brand, digital or communications, ideally within a complex or purpose-led organisation. • Deep expertise in digital and performance marketing, including paid media, search, SEO, analytics, optimisation and conversion-driven approaches. • Demonstrable experience leading integrated marketing across multiple channels (digital, PR, social, email, print, content) with measurable impact. • Proven track record of developing audience-led strategies, using insight, segmentation and behavioural understanding to shape plans. • Strong experience managing and developing multi-disciplinary teams across creative, digital and campaign delivery. • Demonstrated ability to lead organisational brand development and maintain a high-quality, consistent identity at scale. • Experience managing significant marketing budgets, ensuring strong ROI and prioritisation of high-value opportunities. • Experience implementing new tools, platforms, AI-supported marketing approaches or marketing technology upgrades. • Charity sector or income-generation experience.
3	Analytical & Judgmental Skills	<ul style="list-style-type: none"> • Advanced analytical capability: able to interpret complex performance data, identify drivers of growth and translate insight into clear strategic decisions. • Strong strategic judgement: able to weigh opportunity, risk, impact, and organisational priorities when shaping marketing direction. • Skilled at embedding test and learn methodology, using experimentation to inform channel mix, messaging, creative development and optimisation.

		<ul style="list-style-type: none"> • Ability to challenge assumptions, interrogate data sources and lead honest conversations about effectiveness, return on investment and organisational priorities. • Understanding of attribution modelling, digital measurement frameworks or more advanced analytics tools highly desirable.
4	Planning & Organising Skills	<ul style="list-style-type: none"> • Highly effective planner, able to translate organisational strategy into a clear, deliverable marketing plan with measurable success indicators. • Capable of managing competing deadlines, coordinating multiple workstreams and ensuring the team uses time and resources efficiently. • Strong prioritisation skills – able to make difficult decisions, focus effort where it adds most value and redirect activity where necessary. • Skilled at anticipating risks, dependencies and blockers, and taking early action to mitigate them.
5	Physical Skills	<ul style="list-style-type: none"> • Highly proficient across digital platforms, marketing tools, analysis dashboards and standard IT systems. • Able to confidently review creative, digital outputs and technical detail with accuracy and strategic insight.
6	Responsibility for patient care	<ul style="list-style-type: none"> • Able to handle sensitive patient stories, case studies and impact narratives with compassion and respect, ensuring all communications uphold dignity, accuracy and safeguarding.
7	Responsibility for Policy/Service Development	<ul style="list-style-type: none"> • Leads development of organisation wide marketing, brand and communications policies, standards and governance. • Shapes best practice in digital, creative, content and campaign delivery, ensuring the hospice adopts modern, effective approaches. • Contributes to organisational transformation projects, ensuring marketing and communications are strategically embedded.
8	Responsibility for Financial & Physical Resources	<ul style="list-style-type: none"> • Responsible for managing annual marketing budgets, ensuring investment aligns to strategic priorities and delivers measurable value. • Ensures effective use of resources including digital platforms, creative assets, media spend and external suppliers.
9	Responsibility for Human Resources	<ul style="list-style-type: none"> • Senior leadership responsibility for the Brand & Impact Lead, Senior Campaign Lead and Digital Lead, ensuring clear direction, coaching and high performance. • Skilled at identifying capability gaps, recruiting talent, building a high performing team and fostering a creative, innovative and accountable culture. • Responsible for team morale, wellbeing, workload management and succession planning.
10	Responsibility for Information Resources	<ul style="list-style-type: none"> • Oversees the creation, maintenance and strategic use of marketing data, insight reports, dashboards, content calendars and performance documentation. • Ensures robust measurement frameworks and transparent reporting to senior leadership.
11	Responsibility for	<ul style="list-style-type: none"> • Drives innovation across marketing: exploring emerging channels, formats,

	R&D	<p>technologies and AI enabled opportunities.</p> <ul style="list-style-type: none"> Leads structured experimentation, testing new approaches and scaling those proven to improve engagement and acquisition. Keeps pace with sector and commercial best practice, bringing fresh thinking to challenge the status quo.
12	Freedom to Act	<ul style="list-style-type: none"> Operates with significant autonomy, setting the strategic and operational direction for all marketing and communications activity. Trusted to make senior decisions on brand, creative, digital investment, prioritisation and media strategy. Expected to initiate change, identify gaps and lead organisational improvement without waiting for instruction.
13	Physical Effort	<ul style="list-style-type: none"> Primarily desk based with regular digital and IT platform use.
14	Mental Effort	<ul style="list-style-type: none"> High levels of sustained concentration required for strategic planning, analysis, creative oversight, problem solving and managing competing priorities. Frequent need to switch between strategic thinking, operational issues and team leadership responsibilities.
15	Emotional Effort	<ul style="list-style-type: none"> Exposure to emotive content and sensitive stories; requires resilience, empathy and professional judgement. Responsible for supporting team members through pressure, deadlines, creative challenges and organisational change.
16	Working Conditions	<ul style="list-style-type: none"> Office or hybrid working environment with regular engagement across multiple teams. Occasional early or late working required during major campaigns, deadlines or crisis communications. Fast paced, varied workload requiring adaptability and proactive problem solving.