

Job Description

Job Title:	Marketing & Communications Manager
Department:	Marketing Team, Income Generation
Reports to:	Head of Income Generation
Hours:	37.5 hours per week
Direct Reports:	1
Working environment:	Able to work independently with minimal day to day supervision, and as part of a team. Willing to be flexible as determined by the nature of the post. This includes some evening/weekend working. There is some opportunity for some hybrid working by agreement – however attendance at our office in Hexham will be expected as the norm
Key responsibilities:	Own the marketing and communications strategy; delivering impactful messages to multiple audiences to build awareness and understanding of the charity, driving engagement and build support; Manage the brand to build a clear and consistent brand identity; use data and analytics to optimise the performance of marketing activities.
Key contacts:	External & internal stakeholders: supporters, volunteers, and staff
Salary:	£35,000 per year.

Key Tasks / Duties and Responsibilities

- Develop and own the integrated marketing & communications strategy aligned with organisational goals and fundraising priorities.
- Plan and deliver multi-channel campaigns to support individual giving, community fundraising, major gifts, corporate partnerships, events and appeals.
- Manage digital channels: website content and optimisation, email marketing, social media strategy and paid digital campaigns to grow reach and conversion.
- Create compelling content (copy, stories, case studies, videos, graphics) that communicates impact and inspires action; oversee production and commissioning where needed.
- Work with Fundraising team to design supporter journeys, welcome and stewardship communications, and tailored materials for major donors and corporate partners.
- Manage media relations and proactive storytelling to secure coverage and build brand credibility.
- Maintain consistent brand identity, messaging, and tone of voice across all channels; update brand guidelines as needed.
- Oversee marketing budgets, campaign performance tracking, and procurement of creative suppliers.

- Manage CRM integrations for audience segmentation, A/B testing, performance analysis and reporting on acquisition/retention metrics.
- Ensure GDPR and fundraising regulatory compliance for all communications.

DISCLOSURE / LEVEL

A Disclosure Barring Service check is required.

Prepared by:

Jenny Russell, Head of Income Generation
January 2026

PERSON SPECIFICATION

Marketing & Communications Manager

CRITERIA	ESSENTIAL	DESIRABLE
SKILLS	Strong copywriting, storytelling and content production skills (digital and print); experience commissioning creatives. Familiarity with CRM systems and audience segmentation for targeted communications. Strong analytical skills — able to use data to test, optimise and report on performance. Excellent project management, stakeholder engagement and interpersonal skills.	Use of Beacon CRM Agile working
EXPERIENCE	3+ years' experience in marketing or communications, ideally within charities or fundraising environments. Proven track record planning and executing multi-channel campaigns that drive acquisition, engagement or income. Experience managing budgets, agencies and external suppliers. Hands-on experience with website CMS, email platforms (e.g., Mailchimp), social media management, basic SEO and paid digital advertising.	Experience working closely with fundraising teams to design supporter journeys and stewardship communications. Basic graphic/video editing skills or familiarity with creative tools (Canva). Experience with brand development and PR/media relations.

Values & behaviours	Creative, strategic and impact-focused. Collaborative team player who builds strong internal relationships. Responsive, organised and comfortable managing multiple priorities. Passionate about the charity's mission and skilled at communicating outcomes clearly.	
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