

<b>Post</b>	Marketing and Communications Officer
<b>Grade</b>	4
<b>Hours</b>	35 hours per week
<b>Accountable to</b>	Marketing Manager
<b>Date</b>	March 2026

For over a century, The King's Fund has worked to improve people's health and care. We tackle the thorniest questions facing our health and care system, and in turn society. We do this through our research, analysis and insight; leadership and organisational development with health and care leaders; convening and events; and partnering with others. With bold thinking for better health, we're on a mission to inspire hope and confidence that we can create a world where everyone lives a healthy life.

### Our values

We expect everyone who works for us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our values focus on putting people first, challenging the status quo, remaining objective and always being courageous. You can read more about our values in our five-year strategy here: <https://www.kingsfund.org.uk/about-us>

### Job Purpose

The Marketing and Communications Officer is part of a team that brings clarity and ambition to the Fund's wide-ranging offer for leaders across health and care, through creative campaigns that are attuned to the significant economic and political shifts facing the sector.

You will help to ensure that the Fund's marketing and digital campaigns are aligned to our audience's needs and run smoothly day-to-day.

With a knack for administrative tasks and project coordination, you'll help to deliver full-funnel marketing and digital communication plans that build our reputation, audiences' engagement, and achieve our income targets. As well as supporting on the execution of marketing campaigns, you'll bring a strong creative flair that will support the amplification of The King's Fund brand and communications.

### Main responsibilities

- Supports the Marketing and Digital, External Affairs and Content and Editorial teams to ideate, plan and publish content across our channels, informed by the Fund's content pipeline and the external environment.
- Proofread and publish digital content across our channels and coordinate the website content review process.
- Creates digital marketing campaigns, including across email and social media, for a range of products, including events, leadership programmes and research publications.
- Supports the rest of the marketing and communications team with data selections, segment building and evaluation insights.
- Supports the team on integrated marketing communications, including planning, delivery and evaluation of our learning programmes, events and research outputs.
- Co-ordinates marketing collateral and merchandise, including for the Fund's exhibition stand and for external events.
- Monitors our social channels and website comments, responding to our audiences to build engagement and flag any issues.
- Carries out desk research to inform marketing and communications approaches to new and existing products.

- Supports invoice management and budget tracking.
- Supports team with creating content for paid media campaigns and paid-for social media campaigns, following through with optimisation and performance reporting.
- Prepares and analyses data for evaluation reports and works with the rest of the Marketing and Communications team to draw insights and learning from the work.
- Supports the development of customer insight and innovates to find new ways to manage and optimise the activities of the marketing and communications team.
- Supports with data cleansing and integration initiatives across the Fund, including mailing inboxes and social media inboxes.
- Runs reputation checks for prospective partners.

### **Management of people and resources**

- Actively contributes to effective communication within the team and with others across the Fund.
- Ensures that the organisation's business and information systems are utilised for the benefit of the team, directorate and Fund.
- Manages finances and data in compliance with related policies and procedures.
- Effectively manages project/business performance by planning, coordinating, delivering, evaluating, and communicating as appropriate.

### **Other**

- Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation by participating in appraisal and appropriate learning activities including information security and privacy awareness.
- Encourages and supports the development of others, the team and the organisation by engaging in and contributing to the Fund as a learning organisation.
- Represents the team and Fund in a professional and positive manner with both internal and external stakeholders and in doing so reflects the values of the organisation.
- Undertakes any other duties that may reasonably be required, and are commensurate with the grade of the job, in furtherance of the objectives of the Fund.
- Ensures compliance with The King's Fund's policies, procedures and contract of employment.
- Provides occasional, light weekend and bank holiday cover as required, to support critical communications, events or campaigns, ensuring continuity of service and responsiveness.

## Person specification

You must demonstrate your experiences, skills, abilities and values by giving specific examples for the criteria within the person specification.

	<b>Essential</b>	<b>Desirable</b>	<b>How Tested</b>
<b>Training and qualifications</b>	<ul style="list-style-type: none"> <li>A good level of general education and work experience in a marketing, digital or communications role</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a health-focused, charitable or commercial organisation</li> </ul>	<i>Application</i>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>Experience supporting the planning of marketing projects and campaigns across several channels</li> <li>Experience executing marketing and digital activities independently, undertaking tasks like social media content drafting, email writing, data selections and segmentations, data cleansing</li> <li>Experience dealing with diverse stakeholders in a servicing capacity, either in-house or client-side</li> <li>Experience of email marketing, including the use of systems like Dotdigital</li> <li>Experience using social media platforms and scheduling systems</li> </ul>	<ul style="list-style-type: none"> <li>Experience of using a CRM system</li> <li>Experience of data analysis and evaluation reports</li> <li>Knowledge of producing marketing collateral and merchandise</li> <li>Some exposure to and knowledge of bringing policy communication together with commercial goals</li> <li>Experience of paid social media advertising and paid ads</li> </ul>	<i>Application Interview</i>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>Good project management skills and ability to manage complex, changeable timelines while maintaining relationships with all stakeholders involved</li> <li>Able to write clear and compelling copy, including email campaigns, social media and website</li> <li>Eye for detail and ability to edit and proofread</li> <li>Skilled at tailoring marketing communications tactics to multiple channels</li> <li>Able to work collaboratively and sustain effective working relationships with diverse colleagues, partners and clients</li> <li>Able to organise their own work and time productively</li> </ul>	<ul style="list-style-type: none"> <li>Able to translate complex ideas into clear and accessible messages</li> <li>Able to contribute and listen effectively in group discussions</li> </ul>	<i>Interview Skills test</i>

	<b>Essential</b>	<b>Desirable</b>	<b>How Tested</b>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• Committed to providing a high standard of work and continuous improvement, including excellent attention to detail</li> <li>• Appreciates the value of diversity</li> <li>• Has a proactive approach to addressing challenges.</li> <li>• Committed to continued learning and supporting the learning of others</li> <li>• Willing to accept responsibility and opportunities appropriate for the role</li> <li>• Has a flexible approach to their role and to change</li> </ul>		<i>Interview</i>
<b>Other</b>			