

Address: Fight for Sight, 18 Mansell Street, London E1 8AA

Registered charity number: 1111438



Marketing Manager

12-month maternity cover

Imagine being told that you, or someone you love, is losing their sight. In that moment, two profound questions demand urgent answers:

- Can this be stopped?
- How will I live my life?

Currently, research into preventing and treating sight loss is chronically underfunded, receiving a mere 1.2% of publicly funded health research grants: people who are blind or vision impaired are three times more likely to experience loneliness and isolation than the general population.

Fight for Sight is uniquely placed to answer both questions with a resounding 'yes'. We fund the brilliant minds and bright ideas putting change in sight for everyone impacted by vision loss. Our researchers are making breakthroughs and discoveries that will help us better understand, diagnose prevent and treat vision loss.

We won't stop until we: Save Sight. Change Lives.

We are now looking for experienced, committed, and creative individuals to join our dynamic team to help realise a new five-year growth strategy.

You'll be part of something impactful, we'd love to hear from you.

Marketing Manager

A unique opportunity has arisen to join our busy communications team for a 12-month maternity cover. You'll play a critical role in uncovering stories of social change, bringing them to life and amplifying these stories with a view to raising brand awareness, demonstrating impact and supporting fundraising activities.

Responsible to

Head of Communications and External Affairs

Direct reports

None

Working hours and contract

28h per week

Salary

£38k-42k depending on experience

Location

We operate a flexible working policy with a recommended two-days per week in our East London Head Office.

How to Apply

Please submit your CV and an up to two page supporting statement which evidences the specification to: recruitment@fightforsight.org.uk with subject header – Marketing Manager.

Closing date for applications: **30 April 2025**

Early applications are encouraged. We will be interviewing on a rolling basis; therefore, we reserve the right to close the vacancy as soon as we have found the right candidate.

Role Responsibilities

- **Work with colleagues to develop tailored communications** and marketing plans for key projects, agreeing and monitoring against KPIs,
- **Advise and support colleagues** on communications planning, audiences, channels, and key messages,
- **Manage and maintain the communications activity planner** ensuring that cross-departmental needs are identified and prioritised,
- **Produce engaging communications** – writing, editing and proof-reading – ensuring consistency and compliance with brand, values, key messages and style guides,
- **Act as a 'brand guardian'** ensuring consistency across all internal and external communications,
- Contribute to the successful **marketing and delivery of engagement events** for funders and partners.

Inter-departmental working

- Working with social change (impact) colleagues, **identify leading impact stories and case studies**, which we can tell across print, online and in multimedia formats.
- Work with fundraising colleagues to identify which **stories of impact best support income generation** from IG up to major donors and High Net Worth Individuals.
- Create and **nurture positive relationships with the people and organisations whose stories we tell**, ensuring they understand the central role they play in building coalitions of support for our work.
- Build an **engagement plan for organisations receiving social change funding** and set clear expectations around reporting and sharing evidence of impact. This could include **regular briefings/meet-ups and a regular e-newsletter**.
- Conduct regular on-site visits with funded projects capturing content.
- Develop, with support from an external consultant, a press strategy, which encompasses a strategy **for reactive and proactive press**, including promoting internal speakers.
- Support the programme manager with **sharing information around social change funding rounds internally** (internal comms)
- Build a reliable press list, including **developing relationships with key journalists** from relevant publications.
- With an external consultant, develop strategies to increase engagement with vision loss champions and other high profile supporters, directly relationship managing when appropriate.

Digital

- Run quarterly webinars framed around our work in social change, which can act as a showcase for impact and that feed the funnel of people interested in social change funding or funding social change.
- Ensure **all funding rounds are accurately reflected on our website in good time** for funding rounds going live.
- Build web pages crafted to appeal to individuals with **an interest in funding social change research**.
- Develop and deliver a **corporate website portal** that highlights the impact of our work and opportunities for how people can become involved.
- Search optimise content so that it appeals to those who are:
 - Seeking social change funding
 - Seeking to fund impactful social change programmes
 - Seeking to replicate what works (blueprints for change)
- Develop digital and social media strategy, alongside Digital Content Manager.

Policy, campaigns and research (social impact)

- With Head of Communications launch a policy and public affairs arm for the new organisation.
- Contribute to the successful delivery of major integrated campaigns including awareness, fundraising or policy centred projects, ensuring alignment and amplification with all other activities.
- Contribute to the legacy strategy of campaigns, such as The Unseen and See My Skills.
- Represent Fight for Sight in cross-organisational working groups in this area.

Ad hoc role / support within the team

- Ensure that all systems and processes are fully GDPR compliant including regular reviews.
- Ensure increased levels of engagement with Fight for Sight's social media channels, reporting on performance.
- Ensure that all content on the Fight for Sight website is up to date, fit-for-purpose and engaging, working with colleagues to monitor performance, proposing and testing improvements.
- Ensure that all communications reflect the experience of blind and vision impaired people and, wherever possible, co-produce activities and plans.
- Keep up to date on sector developments, sharing findings with colleagues.
- Support the selection of appropriate consultants and freelancers to support on areas of focus, including copywriting, design, digital platforms.

Person specification

Desirable skills, knowledge & experience

- Degree or equivalent (Communications, Marketing or related subject is desirable),
- A strong communicator, you'll be able to forge relationships across departments and collect stories from colleagues, including fundraising, retail, volunteers and people with lived experience,
- We're looking for someone who has empathetic and sensitive, you're skilled at treating people's stories with care and attention, developing authentic narratives and communicating them for maximum impact,
- An expert interviewer who can draw out the details of people's stories, you'll spot what makes a strong story for our charity,

- With strong interpersonal skills, you'll positively manage relationships with people who volunteer to share their stories, as well as internal colleagues and freelance writers, photographers, etc.
- Working with internal stakeholders to place diverse projects across fundraising, marketing, communications, retail and social change and medical research, you'll place the stories so that they have the biggest impact for the charity while ensuring individuals aren't overloaded with requests,
- Strong commissioning skills to manage a pool of external writers, photographers and videographers,
- Strong writing and editing skills to turn stories into engaging copy across a multi-channel environment,
- Demonstrable experience of PR and Press activity,
- Experience of working with key marketing platforms including Hootsuite and Canva, and e-newsletter platforms,
- Working knowledge of website editing platforms or content management systems.

Desirable

- Experience of working in the charity sector or within a medical research charity,
- An understanding of and commitment to the mission of ending avoidable sight loss and delivering positive social change for blind and vision impaired people,
- Experience at creating engaging, accessible content that really helps to support and inspire audiences and potential partners,
- A self-starter, proactive with a constructive and collaborative approach,
- The ability to make the complicated seem simple; you will enjoy sharing your skills, and developing others,
- Personable, with excellent listening skills and high emotional intelligence, with the ability to think creatively,
- An intelligent and proactive approach to problem-solving,
- Excellent accuracy and attention to detail,
- Experience of creating accessible content.

Personal qualities

- Strong communication skills and presentation style.
- Flexibility and a practical, can-do attitude.
- Highly motivated and able to juggle a varied workload.
- Personable, with excellent listening skills.
- Excellent accuracy and attention to detail.
- Growth mindset.

Flexibility

The role description is a general outline of duties and responsibilities and may be amended as we grow. The post holder may be required to undertake other duties as may be reasonably required from time to time.

Employee benefits

We value our staff and volunteers and want to make sure that they are supported in their work. Other benefits we also offer are:

- A great team and a supportive culture
- Employer pension contributions matching up to 10%, and death in service cover
- Generous parental leave
- Flexible/hybrid working options
- Apprenticeships scheme, study leave and financial support for training & development
- Cycle to work scheme, eye test vouchers, and a staff loan scheme, access to an Employee Assistance Program
- An active Social Committee and staff events

Application & Interview process

See above (page 2) for How to Apply. Please note that we value the authenticity and individuality of our applicants and believe that your CV and cover letter should reflect your unique skills, experiences, and personality. Therefore, please refrain from using AI tools, including ChatGPT, to produce your application materials. Successfully shortlisted applicants will be invited to interview online via MS Teams

Accessibility

We believe in fostering an inclusive environment where all individuals, regardless of their abilities or circumstances, feel supported and valued. If you have any accessibility requirements or specific needs that you would like us to accommodate during the application process, please let us know. If you are unfamiliar with MS Teams and would like to familiarise yourself with the platform before the interview, we are more than happy to arrange a tech run-through to ensure your comfort and confidence.

Equal opportunities, diversity & inclusion

Don't meet every single requirement? At Fight for Sight we are dedicated to building a diverse and inclusive workforce, so if you're excited about this role but your past experience doesn't align perfectly with every item in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles that we have.

We have an inclusive and accessible recruitment process, including any adjustments required to support people from diverse community groups.

Other information

We draw your attention to some important policies that govern the research that our charity funds. You can find these [here](#).