



camphill
village
trust

Marketing Manager - Job Description & Person Specification



Hybrid

Welcome to Camphill Village Trust

Thank you for your interest in the role of Marketing Manager at Camphill Village Trust.

You have taken the first step in joining a really exciting, innovative charity. One where we want you to have a strong sense of belonging, where we will support you to thrive in your role and where you will have lots of opportunities to add value as we continue to improve and grow.

You will be joining our unique national charity in our 72nd year as we embark on our bold plan to shape a new long-term future for adult social care within vibrant and thriving community settings.

Here at the Trust, we believe everyone has the right to live an independent, healthy, active and equal life. To enable this, we are committed to quality support and housing choice, impact and outcomes focused nature-based therapies and skills opportunities, becoming a beacon of land management and sustainability and using our retail spaces to drive social value.

Our ethos is one of co-production and the voices of the people we support actively contribute to the work of the charity, the way that services are developed and delivered and the decisions that we take.

Our ambition is big. If your values match ours, if you have great skills, experience and passion to drive change, if you truly want to make a difference and help us achieve our vision, then we would love to hear from you.





About Camphill Village Trust

We are a social care provider and charity rooted in nature and community, supporting adults with learning disabilities, autism, and mental health support needs to live healthier, more active and independent lives.

For over 70 years we have pioneered a different kind of care - shaped by place, purpose, and the natural world. We believe care should do more than meet needs, it should create opportunity, belonging, and purpose. By rooting our support in meaningful work, relationships, and the natural environment, we help people to build skills, confidence, and independence.

To find out more about the Trust click [here](#).

To find out more about what we do click [here](#).

Our Vision

A world where nature and community are central to social care, unlocking health, independence and opportunity for adults with learning disabilities, autism, and mental health support needs.

Our Guiding Principles

Enabling potential

The Trust supports our people (our staff and those we support) to develop, grow and be heard. We aim to build confidence and create an environment that supports active engagement, building skills and providing opportunity through high-quality active support, learning and co-production.

Promoting healthy living

The Trust provides the opportunity to live a healthy, active, and meaningful life within a supported living model. This means the

people we support live an

active life, understand

the benefits of making

healthy choices and can

contribute to the wider

community on an equal basis

through the opportunity to learn skills,

develop pathways to employment and volunteering

and engage in therapeutic interventions that respects traditional craft skills based on nature and the land around us.





Environmental respect

The Trust values and cares for the environment. This means that we understand the connection between the environment we live in and our well-being and that we actively promote living and eating sustainably, in harmony with the natural world. We want to play our role in making an impact on climate change and carbon neutrality. We want to maximise our long-term sustainability through our land and care farming history and as a landlord of choice.

Social impact

We believe that our people, resources and actions should make a positive contribution to society in relation to health, wellbeing, education, and the environment. This means we support and develop initiatives to challenge issues faced by vulnerable members of society which in turn, enable the people we support to achieve greater integration into the wider community beyond the reach of the walls of the charity.

Where we are based:

Our support and services are presently organised within three broad geographical regions:

North:

- Larchfield Community
Middlesbrough
- Botton Village
Whitby, North Yorkshire
- Croft Community
Old Malton, North Yorkshire

Southwest / Central:

- Oaklands Park
Gloucestershire
- Grange Village
Gloucestershire
- Taurus Crafts
Old Lydney, Gloucestershire
- Stourbridge
West Midlands
- Shared Lives

Southeast:

- St Albans Community
St Albans, Hertfordshire
- Delrow Community
Aldenham, Hertfordshire



To find out more about our communities click [here](#).

Job Title: Marketing Manager

Purpose

The Marketing Manager will lead activity that grows awareness of our charity, our social enterprises/ retail arm, and our fundraising work. The role will develop and deliver clear, compelling marketing that strengthens our brand, reaching new audiences, and inspires people to connect with our mission.

Working closely with colleagues across the Trust, the postholder will shape and implement marketing that supports fundraising and social enterprise growth. They will use insight, creativity and storytelling to bring our purpose to life, create products that land and champion consistent, audience-focused marketing across all channels.

Location & Travel

Hybrid

Hybrid with at least one day per week based at one of our communities. Candidates will need to live within easy commuting distance of one of our communities.

Duties & Responsibilities

Main Responsibilities

- As a key leader within the Communication and Marketing team, this role will provide strategic marketing expertise, contributing to department strategy, planning and decision-making.
- Develop brand-led marketing strategies that strengthen awareness of the charity, our social enterprises/ retail arm, and our fundraising priorities.
- Plan and deliver integrated campaigns across digital, print, social media, and in-person environment.
- Use audience insight and market analysis to develop fundraising products and identify opportunities for growth and engagement.
- Create and commission compelling content that tells our story simply, emotionally, and accessibly.
- Monitor and report on campaign and product performance, using data to improve reach and impact.
- Work collaboratively across teams to ensure consistent messaging and strong brand use.
- Support fundraising by developing marketing that strengthens supporter journeys and supports the fundraising proposition rollout and supporter retention.
- Promote our social enterprises through targeted marketing that grows footfall, sales, and community engagement.
- Manage budgets effectively to maximise return on investment.
- Lead and develop the marketing function, fostering creativity, clarity, and continuous improvement.
- Stay informed about sector trends and bring forward new ideas that strengthen our brand and reach.
- The Marketing Manager will directly line manage the Marketing Officer role.
- This role will share skills, experience and expertise to mentor and develop other members of the team.
- This role will lead specific projects and will be expected to understand how to motivate project teams well and deliver high quality results in a timely manner.
- Ability and willingness to travel to our communities based across the UK and other locations for meetings as required.
- Comply with the Trust's policies and procedures, including Safeguarding, Equality & Diversity and Data Protection.
- Comply with the statutory provisions of the Health and Safety at Work Act 1974.
- Employees must look after their own health, safety and welfare and be mindful of other persons who may be affected by their acts or omissions. Employees must co-operate and comply with management instructions regarding health and safety issues and report all accidents, incidents and problems as soon as practicable to their manager or other senior members of staff where necessary.



- Ensure that confidentiality is respected and maintained at all times.
- Attend and actively participate in team meetings, 1-2-1 supervision sessions and other meetings as required in line with the post.
- Undertake any other duties which are consistent with this post, as directed by line management.

This job description is not an exhaustive list of duties and responsibilities and is subject to change in accordance with the needs of the department.



Person Specification

Qualifications

Desirable

- Marketing qualification.

Knowledge & Experience

Essential

- Proven experience as a Marketing Manager or similar role, ideally within a charity, social enterprise, or values-driven organisation.
- Experience of product development for fundraising.
- Strong understanding of digital marketing, analytics, and audience-focused content creation.
- Experience delivering integrated campaigns that drive awareness and engagement.
- Knowledge of brand development and how to maintain consistent messaging across channels.

Desirable

- Experience or knowledge of working in a person-centred way with people with learning disabilities.
- Understanding of fundraising marketing and supporter journeys.

Personal Attributes & Key Competencies

- Exceptional communication skills, with the ability to translate complex work into simple, engaging messages and campaigns.
- Creative thinker with a strategic mindset and strong problem-solving abilities.
- Organised and proactive, able to manage multiple projects and deadlines.
- Collaborative, with the ability to work confidently across teams and build strong relationships.
- Data-informed, comfortable using insight to shape decisions and improve performance.
- Calm under pressure, with a positive, solutions-focused approach.
- Commitment to diversity and anti-oppressive practice in all areas of work.
- Self-motivation, able to prioritise workload and operate without close guidance from a manager.
- A high degree of tact and diplomacy.





Key Employment Terms

- **Salary:** £38,110 - £42,230 per annum, dependent on skills & experience.
- **Location:** The role is hybrid with at least one day a week based in one of our communities.
- **Hours:** 37.5 hours a week, Monday - Friday.
- **Holiday entitlement:** 25 days annual leave statutory plus bank holidays pro rata.
- Sick pay entitlement after 1 month.
- Standard auto-enrolment pension scheme, with the option to contribute 10% of gross salary for a 6% contribution by the employer.
- Employee assistance scheme that is also available to your immediate family.
- Death in Service benefits: payments made to your beneficiaries should the unthinkable happen.
- Once you join us, you'll be eligible to benefit from "Charity Discounts" where you can enjoy reductions from lots of differing retailers and service providers.
- The appointment is subject to a 3-month probation period.

We reserve the right to close this vacancy early if we receive a sufficient number of applications.

Camphill Village Trust is an equal opportunity employer.

Camphill Village Trust is committed to safeguarding and promoting the welfare of all adults who use our services and as such expects all staff and volunteers to share this commitment. The successful applicant will be required to complete the relevant pre-employment checks including a DBS check.