



Glass Door Homeless Charity

Marketing Officer

June 2026

Job Specification

Team: Communications

Locations: Hybrid – at our office (Argon House, Argon Mews, London SW6 1BJ) and remotely at home. A minimum of two days a week at the office (including our all-staff Wednesday).

Duration: Permanent (with six months' probation)

Reporting to: Head of Communications & Fundraising

Hours: 35 hours per week, Monday-Friday

Salary: Pay band 3 (£31,500 rising to £35,875)

The role:

This is an exciting role within the Communications Team at Glass Door Homeless Charity. The Marketing Officer will lead on the creation and delivery of multi-channel marketing campaigns that drive engagement, help generate vital income and maximise impact across our Communication and Fundraising activities.

This is a highly collaborative role with the Fundraising team, acting as a strong marketing support function for fundraising appeals, events and community fundraising.

This role will also provide marketing support to the wider organisation to encourage engagement across a wide-range of audiences; from supporting with key messaging in Volunteer newsletters, to ensuring clear messaging for front-line service collateral to helping draft a speech for a flagship event.

Using insight and performance data, this role will continually optimise marketing activity, helping us deepen relationships with existing supporters while reaching and inspiring new audiences through targeted, audience-led communications.

Marketing

- Lead, plan and deliver campaigns from concept through to evaluation, producing engaging content, and continuously optimising performance using data, audience insight and clear KPI's.
- Lead, plan and deliver digital marketing campaigns across email, web & socials to support fundraising appeals, events and community fundraisers.
- Oversee development and delivery of quarterly e-newsletters and assist colleagues with their email marketing to ensure on brand and in line with overall digital calendar.
- Work closely & collaboratively with the Digital Communications Officer to create and ensure all content is optimised for multiple purpose/platforms and in line with our brand guidelines.
- Manage website content, landing pages and user journeys to improve audience experience and conversion using SEO and key-word optimisation.

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- Work closely with the Community, Events & Partnerships fundraising colleagues to ensure content and digital journeys are meeting their needs through an integrated marketing approach.

Monitor impact

- Produce monthly, annual and ad-hoc reports on the impact of our marketing campaigns against key KPI's and metrics across email, web and socials using tools within Google, SEO and Social platforms.
- Work closely & collaboratively with the Digital Communications Officer to ensure all conversions of paid promotion are tracked effectively and monitor campaign performance across digital channels, identifying opportunities to improve engagement.
- Analyse marketing journeys for collaborative Fundraising deliverables – including appeals and events and create monthly reports to share success of conversions.
- Monitor and follow trends within digital and innovation to improve the organisation's digital presence and activities.
- Ensure marketing activity complies with relevant data protection, privacy and governance requirements.

Strategy

- Support the creation & delivery of the Annual Communications plan creating content such as blogs, case studies and informative pieces for web, socials, email and annual campaigns.
- Support the Fundraising Team's strategic promotion and stewarding objectives of campaigns, appeals & challenge events.
- Work closely & collaboratively with the Individual Giving Officer to run email marketing campaigns to support our annual appeals - including audience specific segmented email journeys.
- Work closely and collaboratively with the Volunteer Involvement Manager to deliver a year-round email marketing plan.

Other

- Work closely & collaboratively with the Head of Communications to support the creation and delivery of the Annual Impact Report and Womens Report
- Attend and participate in reoccurring team meetings, and other relevant ad hoc meetings when necessary
- Undertake other ad hoc tasks as directed, such as assistance on Glass Door events and fundraising & challenge events
- Support the Head of Communications & Fundraising with external contractors on film, design and digital projects
- Carry out the functions of the post with proper regard to Glass Door's Equal Opportunities Policy

Person Specification:

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To be successful in this role, you will have experience delivering multi-channel marketing campaigns, with a strong understanding of how content and messaging adapts across social media, email and web.

You'll be confident creating and publishing content, and able to write clear, engaging and accessible copy tailored to different audiences and platforms with a willingness to learn and test new ideas.

You will have experience in or offering support of fundraising activities, including marketing for events, appeal and/or community fundraising.

You'll bring an organised, collaborative approach, with strong communication skills and a genuine interest in creating effective, impactful and inspiring campaigns that supports our vision of ending homelessness in London.

Essential

Knowledge, Skills, Abilities

- Proven experience of increasing reach and engagement across the spectrum of communications channels.
- Proven experience of supporting fundraising activities; specifically appeals, events & campaigns.
- Proven experience with using paid social, SEO and Google Analytics .
- Experience with creating and delivering email marketing campaigns with online platforms/tools such as Mailchimp.
- Strong interest in social media and experience of using social to attract and engage multiple audiences (IG, FG, X & LinkedIn)
- Writing and editing skills. Willingness to adapt different messaging and storytelling styles across multiple channels & audiences.
- Minimum of two-years' experience in a digital marketing role.
- Experience using website CMS.
- Excellent skills in Microsoft Office software (Word, Excel, PowerPoint)

Personal Qualities

- Strategic thinker with the ability to work under tight deadlines
- Strong research, analysis and numeracy skills.
- Excellent organisational skills with strong attention to detail. Ability to forward plan and schedule workflows
- A hands-on approach and willingness to interact with the beneficiaries (our guests) of the charity
- Able to relate to and work with people from a range of backgrounds
- A confident self-starter who will hit the ground running and adapt to changing priorities
- A team player with an open, collaborative style and a practical, "can-do" approach
- Inspired by the work of Glass Door and in agreement with its ethos

Desirable

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- Interest and experience using graphic design tools (eg. Canva, InDesign, Photoshop,) to create and edit publications and graphics
- Experience of project management.
- Experience of working within a trauma & gender informed approach
- Experience of working with homeless people or similar disadvantaged client groups and an understanding of their needs
- Experience in the not-for-profit sector
- Understanding of GDPR and data protection requirements.