



Digital Marketing Manager (Maternity Cover)

June 2026

Application information



Welcome

the
lullaby
trust

Hello prospective candidate! We are really pleased that you are interested in working with us here at The Lullaby Trust. Let me tell you more about our organisation.

It is a key time to be joining the charity and helping us to continue to save babies' lives and support bereaved families. The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share passionately in the charity's objectives, vision and values.

The Digital Marketing Manager role is a key position within the Income and Engagement team, leading and delivering The Lullaby Trust's digital marketing and communications activity across the organisation. Since the role was first established in 2024, digital marketing has become an integral part of how we engage and connect with our audiences, and we are now looking for someone to build on this strong foundation and continue driving our growing digital presence forward to achieve our organisational objectives.

If you are enthusiastic and have the skills and experience we are looking for, we encourage you to apply.

Jenny Ward
Chief Executive



About us

The Lullaby Trust is a charity that exists to keep babies' safe and grieving families supported. Ten babies die suddenly and unexpectedly each week in England and Wales. We won't stop until that number is zero.

Through educating parents on how they can reduce the risk of sudden infant death syndrome (SIDS) and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 80%, saving the lives of 32,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

At The Lullaby Trust, we provide a supportive working environment that embraces hybrid and remote working and flexible hours. This empowers you to plan your work life according to your commitments, ensuring a fulfilling and balanced professional experience.

Our values

Caring

We care about all the people we support and always show compassion, warmth and understanding.

Reassuring

We are supportive, clear, informative and non-judgemental.

Trustworthy

We have expert knowledge based on scientific evidence, data and experience.

Driven

We won't stop until no baby dies suddenly and unexpectedly.



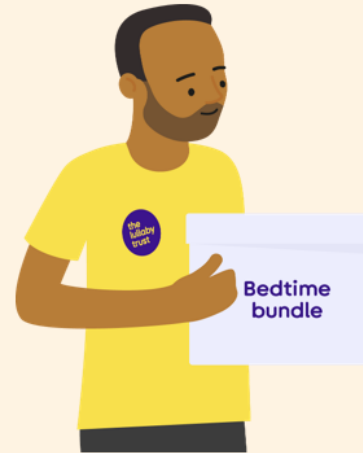
Our impact

Changing and saving lives: 2024 - 2025



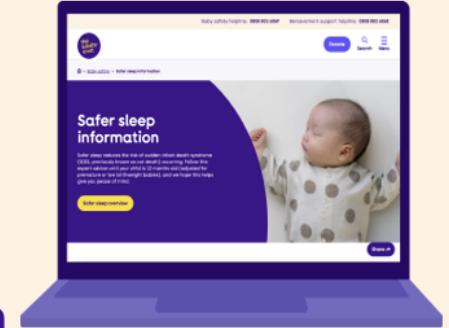
114,049

resources on baby safety advice and bereavement support were received by those who needed them



We distributed
216

Bedtime Bundles to families in crisis or in temporary accommodation. This helps families sleep their baby as safely as possible under difficult circumstances.



We were seen online over
24,200,000

times. Spreading awareness, and making families feel heard and supported.



We gave
2,423

families bereavement support.



8,171

professionals working with families were trained on our baby safety advice or bereavement support.

718

families were supported through our Care of Next Infant (CONI) programme. This supports bereaved families before and after the arrival of their new baby.





37

people were matched to a befriender, for peer-to-peer bereavement support.



245

bereaved family members attended our free family days.



We answered safer sleep enquiries for **2,360**

the
lullaby
trust



31,950

babies' lives saved since our Back to Sleep campaign in 1991.



The rate of sudden infant death syndrome (SIDS) has reduced by **81%**.



£12 million

invested in research.

We exist to keep babies safe and to keep grieving families supported. We won't give up until no baby dies suddenly or unexpectedly.

Registered charity number: 262191



The role

Post:

Digital Marketing Manager, Maternity cover

Location:

Hybrid (London office 1-2 days per week-
Minimum 6 days per month) or
Remote (London office 2 days per month)

Department:

Income and Engagement

Salary:

Hybrid -£46,000 per year
Remote- £42,000 per year

Hours:

35 hours a week

Responsible to:

Head of Income and Engagement

Main function of job

As the Digital Marketing Manager, this role will be responsible all marketing and communications activity for The Lullaby Trust.

The post holder will lead a team to deliver all digital marketing activity and focus on continually developing our digital marketing and digital brand presence to achieve our organisational objectives.

This role will cultivate cohesive working relationships across their team and across the organisation to ensure that all digital marketing and traditional marketing activity supports the overall organisational strategy and all other departments' objectives.

The main functions of this role will be

1. Team leadership
2. Leading all organisational marketing and the digital marketing strategy



Main duties and responsibilities

1. Team leadership

- Work closely with the Head of Income and Engagement and wider organisation, to collectively implement the vision, strategy, and plans.
- Lead and deliver the implementation of digital marketing and communications strategies ensuring there is integration of supporter engagement, income generation and service delivery messages and content. Ensure this is underpinned by audience insight, data and performance analysis at every possible opportunity.
- Lead by example and promote positive relationships, collaboration and effective team working across all teams.
- Lead the team to provide clarity and ownership of objectives and KPI's.
- Lead by example to bring our organisational culture to life with our digital marketing and marketing presence.
- Lead relevant meetings, including preparation and planning to ensure that the team and Senior Leadership team are fully engaged in the development and implementation of marketing strategies, highlighting key risks, opportunities, and successes.
- Ensure all relevant statutory and regulatory requirements relating to your field are met.
- Be an active member of the Management Team.

2. Marketing and digital

- Lead the brand delivery across all channels.
- Lead and implement the digital marketing strategy and development across the organisation, working across other teams to ensure it supports their objectives.
- Lead and manage the maintenance and ongoing optimisation of the website.
- Plan and deliver integrated digital and charity campaigns from concept to evaluation, creating engaging multi-channel activity to support our charitable objectives.
- Lead the delivery of proactive PR activity and lead the day-to-day reactive PR function.
- Lead the day-to-day digital marketing initiatives across the charity.
- Manage the optimisation of the website with your team, to ensure it supports organisational, brand, marketing, and fundraising objectives.
- Lead the development of Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) strategy and implementation with support from your team.
- Oversee and support with the management and long-term development of all our social media channels with the team.
- Oversee and support with email marketing and deliver with your team.
- Develop the content marketing strategy and digital advertising plans.
- Develop our approaches to relationships with ambassadors, influencers and celebrities to help extend the charity's reach, support our campaigns and key objectives.
- Oversee the design and copy-editing our publications and resources in all formats.
- Alongside the graphic designer, support the organisation with their design needs.

Priorities for the year and key tasks are reviewed regularly. They are subject to update in line with decisions made at The Lullaby Trust's strategic reviews, and funding requirements.

Person specification



Qualifications/education required:

- Commensurate experience in an applicable role
- Evidence of commitment to professional development in the digital marketing and marketing fields.

Competencies required:

- Proven experience of improving audience engagement and delivering measurable growth through insight-led marketing and communications activity.
- Excellent digital, written, and verbal communications skills.
- Experience in PR communications in a charity context.
- Ability to adapt marketing messages to all relevant media channels.
- Confident use of all relevant social media platforms and IT packages.
- Able to think creatively and identify business development opportunities.
- Flexible attitude and approach to work, leadership, and collaborative working
- Digital marketing management experience in an impact focused role.
- Budget control responsibilities.
- Experience of line management.
- Proven successful experience of implementing an integrated digital strategy that supports both marketing and fundraising.

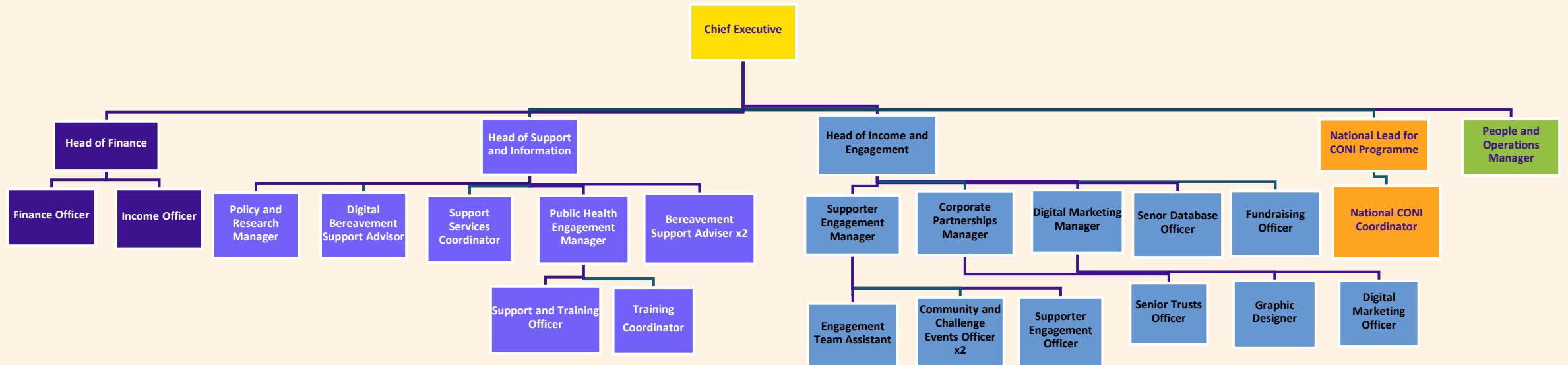
Personal characteristics required:

- Self-motivator
- Target driven
- Energetic with initiative and drive
- Friendly, determined, resourceful and professional
- Strategic thinker
- Numerate and analytical
- Empathetic approach to the issue of baby loss
- Commitment to the organisation's strategic goal to reduce the rate of unexplained infant deaths and to support bereaved families
- Able to work across team and support all colleagues in their marketing and communication needs.
- A leader who is comfortable balancing strategic thinking with a hands-on approach to support the team when needed.

Specialist training required:

- Training will be provided on safer sleep advice and bereavement support issues.

Organisational structure



Key benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation
- Free will writing service





Removing bias during the recruitment process

In line with our commitment and desire to build a diverse workplace we have put some processes in place to ensure a fair recruitment process.

The application

- If written format is not your preferred method of communication, we also offer the opportunity to apply via video recording instead. Simply send us a video recording of yourself answering the key questions on the application form via Whatsapp to 07310265249 and our recruitment team will type them up to maintain your anonymity.
- The recruitment process is blind. When you apply, your personal details are anonymised to avoid any unconscious bias and we use a standardised scoring system to ensure fair shortlisting of candidates for interview.
- Ask our recruitment team any questions or voice any concerns and the team will happily support you in overcoming any barriers that we may have missed.

The interview

- We will be as flexible as we can to ensure you can attend your interview. We send out any interview tasks you will be asked prior to your interview to give you time to prepare meaningful answers.
- We have a member of the team who is trained in Safer Recruitment on the panel for each interview to ensure a fair and safe process.
- We use a standardised scoring sheet for each interview with pre-agreed criteria based on the candidate pack and any tasks. At the end of the interview, each panel member gives their overall score and we take an average of these to reduce any risk of bias.

To apply

Please visit the job advertisement on charity jobs to apply.
Applications will close on Friday 3rd July at 5pm.

Early applications are encouraged as we will review applications throughout the advertising period, and reserve the right to close the advert early should we receive a sufficient number of applications.

Interviews may be held during the advertising period or shortly after the close date.

Please note interviews will be held over Microsoft Teams.

If you have any questions, or would like to discuss your application, please email the People and Operations Manager on office@lullabytrust.org.uk

