Senior Marketing and Relationships Officer

NATIONAL AIDS TRUST

Securing rights
Stopping HIV

Job Application Pack

September 2026

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Foreword

from our Senior Programme Manager (HIV Confident)

We are the UK's HIV rights charity, working to stop HIV and defend the human rights of people living with HIV. Our work is values-led and rooted in the communities we serve. We understand that HIV is about far more than health alone, so our approach is wide-ranging: tackling stigma, influencing policy, and driving change to end new transmissions. At the heart of all we do is our belief that health is a human right. Our success relies on our expertise, credibility, independence, and the strong relationships we build with our allies.

But there is still so much to do. Every year, around 4,000 people in the UK acquire HIV, while many living with HIV continue to face stigma and discrimination. That's why our work remains as urgent and important as ever. For more information, please read our five-year strategic plan and our Impact Report.

We are seeking a proactive and relationship-focused Senior Marketing and Relationships Officer to help grow membership of the HIV Confident Charter Mark, the UK's largest HIV anti-stigma programme for organisations. You can find out more about the programme at the HIV Confident website.

It is fundamental to our values that those most affected by HIV help to lead this work. We particularly encourage applications from people living with HIV, gay and bisexual men, trans and non-binary people, and people from Black and minority ethnic communities. We also welcome applications from disabled people and are committed to making reasonable adjustments wherever possible.

If you can see yourself contributing to this mission, we'd love to hear from you.

Annie Howard

Who we are & what we do

We are the National AIDS Trust

We're the UK's HIV rights charity. We work to stop HIV from standing in the way of health, dignity and equality, and to end new HIV transmissions. Our expertise, research and advocacy secure lasting change to the lives of people living with and at risk of HIV.

Our vision is a world where HIV does not stand in the way of health, dignity and equality.

Our purpose is to stand alongside and defend the rights of everyone living with, affected by or at risk of HIV.

Our expertise, research and advocacy secure lasting change to the lives of people living with and at risk of HIV.

And we won't stop until everyone affected by HIV can live their fullest life possible.

Our strategic aims to 2025 – please note that our next strategy, alongside our updated aims, will be published in autumn 2026:

- **STOP:** we will stop new HIV infections
- **CHAMPION:** we will champion the needs of people whose voices and experiences are too often ignored
- **PROTECT:** we will protect the rights of everyone living with and at risk of HIV
- **DRIVE:** we will drive engagement and activism to change attitudes to HIV.

Our values

We seek to embody our values in everything we do – including how we approach our work, how we treat our staff, and how we work with others:

- **We believe passionately in equality and human rights,** so this is at the centre of everything we do.
- **We are brave.** We speak out and are never afraid to challenge the status quo.
- **We are persistent**. We persevere until we create change, however long it takes.
- **We are collaborative**. We work to build relationships of mutual trust and respect because we know we can't do this alone.
- **We are honest.** Our integrity and credibility are crucial, so we protect them by being independent, transparent and accountable.

The opportunity

About the post

- Fixed term (6 months with possibility of extension), part-time 0.4 FTE (2 days/week)
- Salary £38,371 per year, pro rata (including London weighting)

The HIV Confident Charter Mark is the UK's largest anti-stigma programme for organisations. The programme supports employers to demonstrate commitment to tackling HIV stigma, promoting inclusion and creating informed, supportive environments. Member organisations complete a staff survey, online eLearning training, review of policies and implementation of robust stigma reporting systems, before being awarded recognition as an HIV Confident organisation. More information about the programme can be found at www.hivconfident.org.uk.

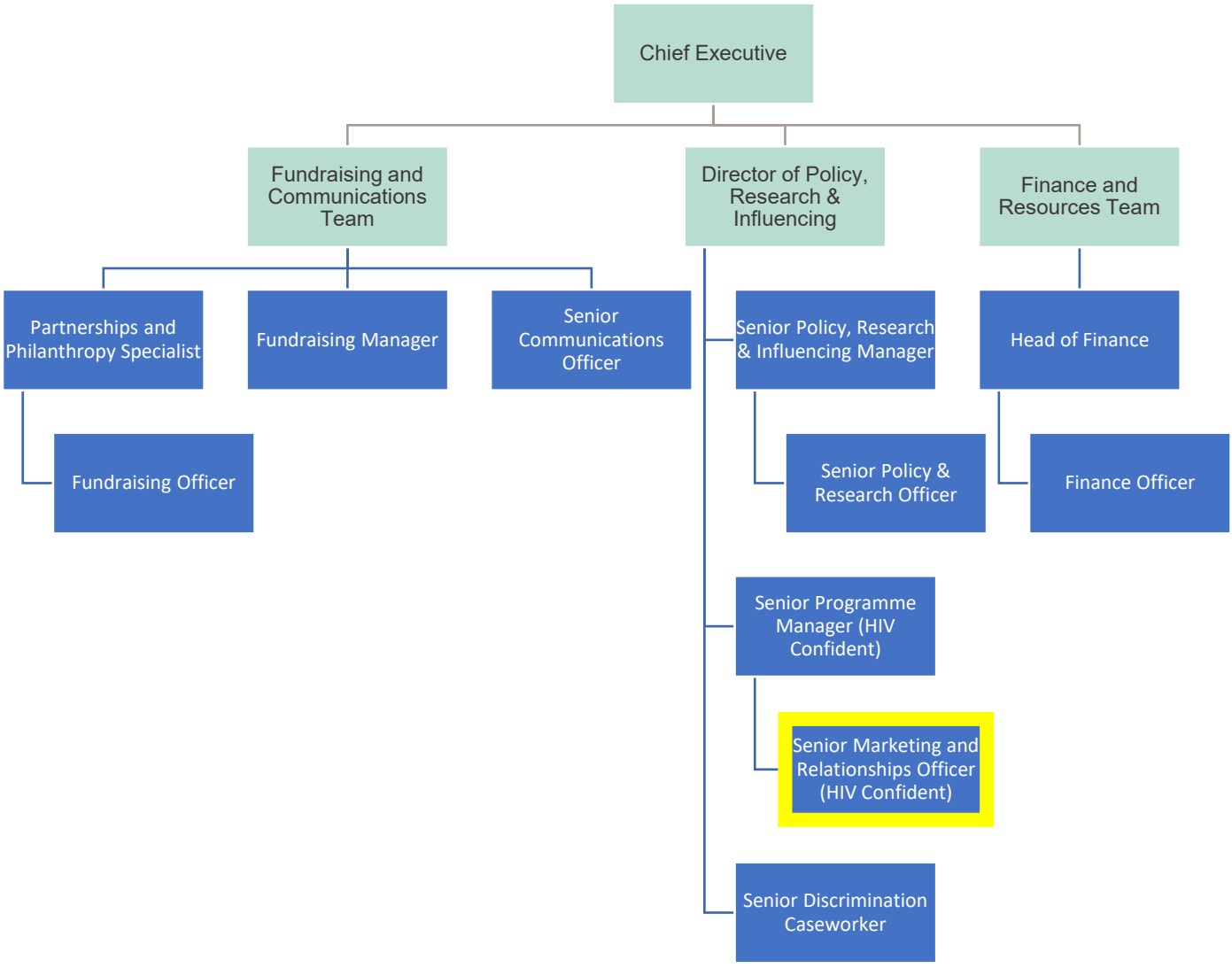
We are seeking a proactive and relationship-focused Senior Marketing and Relationships Officer to help grow membership of HIV Confident. They will help grow the charter mark's reach by bringing more organisations into membership and strengthening the networks that support its impact.

The postholder will work to generate interest with prospective member organisations and clearly communicate the value of the programme, resulting in tangible growth in memberships. They will use their experience in targeted marketing activity, stakeholder engagement and relationship management to nurture relationships with current and emerging networks. In this role, the postholder will demonstrate visible commitment to tackling HIV stigma, improving inclusion and supporting good practice in workplaces.

Our offer

- Hybrid working in East London but mostly remote.
- 27 days' annual leave plus bank holidays, pro rata (including annual closure between Christmas and New Year)
- A pension with our contribution of 6% and employee's contribution of 2%
- Employee Assistance Programme (EAP) including access to 24-hour advice and support line and face to face counselling
- Flexible working to support work/life balance
- Organisational training budget and personal development plans

Team structure



Job description

Main duties and responsibilities

- Develop and maintain a pipeline of potential HIV Confident Charter Mark member organisations, including cold contacts, warm leads and organisations within existing networks
- Build strong, credible relationships with stakeholders from healthcare, private, public and third sectors that transform into programme memberships and reaching of agreed growth targets
- Promote the benefits of joining the HIV Confident Charter Mark through tailored communication channels, presentations, written materials and marketing activity
- Represent the programme externally with confidence, professionalism and sensitivity to the issues surrounding HIV stigma and workplace inclusion
- Support the Senior Programme Manager and Senior Communications Officer to develop marketing toolkit and promotional content that communicates the value and impact of the charter mark
- Monitor engagement activity, maintain accurate records of member stewardship, and contribute to reporting on relationship development and growth in a timely and professional manner
- Work independently to manage priorities, plan activity and meet agreed targets while collaborating effectively with colleagues and partners

Person specification

Essential	CV	Cover letter	Interview
Experience in marketing, communications, relationship management, business development, membership growth, partnership development or a related role	✓		✓
Ability to build trust and communicate effectively with a wide range of organisations and contacts	✓		✓
Confidence approaching new contacts and following up leads in a professional and persistent manner		✓	✓
Experience using customer relationship management systems (e.g. Civi), marketing platforms or structured contact databases	✓		
Excellent written and verbal communication skills, including the ability to tailor messages for different audiences .		✓	✓
Ability to manage a varied workload, maintain contact records and work to agreed objectives		✓	✓
Ability to work independently, use initiative and stay motivated in a part-time role with clear responsibility for delivery		✓	✓
Understanding of, or willingness to learn about, HIV stigma, inclusion, equality and workplace good practice		✓	✓
Commitment to confidentiality, sensitivity and respectful communication when working on issues relating to HIV and health inclusion		✓	✓

Desirable	CV	Cover letter	Interview
Experience in corporate fundraising, philanthropy or similar role	✓		
Experience working in the charity, public health, equality, membership, employer engagement or social impact sectors	✓		
Experience developing or adapting marketing content, presentations, case studies or engagement materials	✓		✓

Diversity and inclusion

National AIDS Trust is committed to becoming a diverse and inclusive organisation. We strive to create a workplace that represents our mission and the people we serve, and where all voices are valued and heard.

To reflect this, we actively encourage applications from people of all backgrounds, regardless of age, race, gender, sexual orientation, physical ability, disability or religion. As the UK's HIV rights charity, we particularly encourage applications from those with an understanding of the issues faced by people living with HIV.

At National AIDS Trust, we would like our application process to be as accessible as possible. Please speak to us about any reasonable adjustments that you might require throughout the interview process or the role.

How to apply

Please apply by email to annie.howard@nat.org.uk by the deadline of **end of day 27 September 2026**. Your application should include:

- CV
- Letter of application addressing the person specification (maximum two pages)

If you would like to have an informal chat about the role before submitting an application, please contact Daniel Fluskey, Director of Policy, at daniel.fluskey@nat.org.uk.

Interviews for the role will be held week commencing **5 October, either online or in London E1**