

Marketing Manager job pack

Title	Marketing Manager
Hours	37 hours per week
Salary	£40,000
Accountable to	Head of Fundraising and Communications
Responsible for	Creative Communications Lead
Based	Hybrid working arrangement consisting of office-based (St Ives, Cambridgeshire) and home working, according to the needs of the charity. Working pattern is flexible but must at least include Thursdays in the office.

About Caring Together Charity

More than three in five of us will become a carer at some point in our life. Caring Together Charity is an ambitious regional charity that provides emotional and practical support, information and advice to carers of all ages and their families, as well as opportunities to take a break from their caring role.

Our vision is of a world in which no unpaid carer is in crisis, isolated or struggling alone.

About the role

This role will drive forward marketing and communications activity at Caring Together Charity to support the over 150,000 unpaid carers of all ages across our region.

No one plans to become an unpaid carer. Yet the unpaid carers we support often devote hours of their time day in, day out to looking after a family member or friend with a long-term illness or disability. Whether the person you look after has dementia, cancer or schizophrenia, and whether they are your parent, partner, child, sister or grown-up son, that person cannot cope without your support, and you cannot plan your day without considering their needs.

The postholder will develop and implement impactful and engaging marketing campaigns to reach:

- An increased number of people who are unpaid, family carers,
- Colleagues, friends and family of unpaid carers,
- Professionals who may come into contact with them,

- Potential donors and supporters of Caring Together Charity including businesses and community groups,
- Potential customers of paid-for services (especially homecare), and
- Potential staff and volunteers of Caring Together Charity.

73% of people who have a caring role do not recognise themselves as a 'carer'. You will play a vital role in reaching carers so they can access advice, information and support early on, preventing them from reaching crisis point.

This is a great opportunity for a marketing professional who wants to make an impact with their vision and innovation. You will work collaboratively with colleagues across the charity. Your proactive and strategic approach will shine through. You will have strong communication skills, a willingness to deliver high quality work day-to-day, and a real desire to make a difference for the army of unpaid carers across our region.

Key accountabilities of the role

1. To plan, develop and implement online and offline strategic marketing and communications campaigns and activities which support the wider strategic goals of Caring Together Charity. These will lead to an increase in reach, and engagement with a growing number of unpaid carers, donors, and supporters.
2. To work with colleagues across the charity to support the marketing and promotion of services for carers, paid-for homecare, volunteering, staff recruitment and fundraising.
3. To champion the Caring Together Charity brand internally and to expand its reach externally, ensuring that target audiences (including those aged 65+) are reached via suitable channels. To equip frontline teams with branded assets to support their activities and increase brand recognition.
4. Working with the Head of Fundraising and Communications, to develop key messages to be used consistently across the charity, expressing in words and visuals who unpaid carers are, the scale of unpaid caring in our region, the impact of unpaid carers, the challenges they face, and the support they need and deserve.
5. To oversee the development of the Caring Together Charity website to ensure it supports the key marketing objectives of the charity, working closely with the Head of Digital and Business Intelligence. To undertake practical website development tasks including copywriting, editing, page creation and managing metrics.
6. To oversee all digital marketing including social media (organic and paid-for), email newsletters and other bulk emails, and advertising on external sites.
7. To work with the wider fundraising and communications team to build and manage marketing content including case-studies, quotes, photos, graphics and video to support impactful campaigns.

8. To develop, manage and implement marketing campaigns for key events and occasions including Young Carers Action Day, Carers Week, fundraising campaigns, Volunteers Week and Carers Rights Day each year.
9. To evaluate all marketing campaigns and activities, produce reports and make recommendations to improve performance and maximise return on investment.
10. To stay aware of UK-wide and regional topics, stories and issues which relate to unpaid carers and supporting unpaid carers, and actively link our work to these in marketing channels.
11. To develop and write media releases and act as a spokesperson for Caring Together Charity, undertaking media interviews and supporting other staff to deliver these.
12. To plan and edit each edition of Caring Magazine and the Annual Report, working closely with the Creative Communications Lead. To write articles, research issues and liaise with colleagues across the charity to produce content.
13. To oversee printed collateral including leaflets, posters, forms and information packs to ensure items are accessible and have clear purposes in promoting the charity or its services.
14. To embrace new technology including AI and AI tools to support effective marketing.
15. To ensure the voices of carers are at the heart of our marketing campaigns and to pursue opportunities to involve carers in the shaping of marketing assets, including through working with the Carer Council and supporting the growth of the Carers Speak Out platform.
16. To portray a diversity of caring roles, caring relationships and situations in marketing materials including diversity across age, gender, sexuality, disability, class and ethnicity.
17. To undertake day to day communications tasks including copywriting, responding to enquiries, attending meetings and using content creation tools such as Canva.
18. To manage the 'Our Place' intranet and ensure internal communications are fit for purpose, uniting staff and volunteers in the pursuit of a common purpose.
19. To stay abreast of changes to data protection legislation and guidance, complying with The Data Protection Act 2018 and any subsequent legislation at all times.

Caring Together Charity is committed to safeguarding and promoting the welfare of vulnerable adults and children and expects staff and volunteers to share this commitment.

We are inclusive. We celebrate multiple approaches and points of view. We are an equal opportunities employer and expect staff to respect the personal choice and lifestyles of colleagues, carers, and people with care needs.

We require all employees to undergo a Disclosure and Barring Service (DBS) check proportionate to the position they hold. The DBS check will be renewed every three years.

Marketing Manager Person specification

Requirements	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Skills, attitude and experience are more important than specific qualifications. 	
Experience and knowledge	<ul style="list-style-type: none"> Experience of managing marketing or communications in a not-for-profit, statutory or commercial organisation. Experience of line management. Experience of website management including adding content and updating pages. Experience of planning and delivering multi-channel marketing campaigns. Experience of working with the media including undertaking media interviews and writing media releases. 	<ul style="list-style-type: none"> Experience of planning, co-ordinating and implementing a new website. Experience of magazine and newsletter production. Experience of internal communications. Knowledge of fundraising in a charity setting. Knowledge of the challenges faced by unpaid carers – in a personal or professional capacity.
Skills and abilities	<ul style="list-style-type: none"> An expert in their field and able to lead and influence internally, working collaboratively with colleagues. A strong project-manager, able to keep projects to time and budget, and co-ordinate colleagues. Excellent written and verbal communication skills (including accurate spelling and grammar). Ability to set and measure KPI's for marketing campaigns, evaluate these, and draw out learnings. 	

	<ul style="list-style-type: none"> • A skilled writer, with the ability to write concise, impactful and persuasive copy. • Knowledge of key digital marketing metrics to evaluate digital performance. • Self-motivated, well organised, and able to manage own workload and time. • Creative and innovative with a willingness to try new things and encourage others to do the same. 	
Personal attributes	<ul style="list-style-type: none"> • Passionate about supporting people with a caring role and reaching more of them with help and support. • Flexible and adaptable – able to thrive in a fast-moving, evolving environment. • Personable and approachable - able to work well with colleagues, unpaid carers, health and social care professionals, volunteers and suppliers. • Willing and able to learn and implement learnings quickly. • A team player, able to work collaboratively with others to achieve the best results for the charity. • A positive, problem-solving approach. • Accountable and honest regarding successes, challenges and learnings. 	

Application and recruitment process

Closing date	The closing date for this post is 9am on Monday 25 August 2025.
Interview	It is anticipated that interviews for this post will take place on Wednesday 10 September 2025.
Start date	The post is available immediately, on a full-time permanent basis.
Referees	The successful candidate will be asked to provide contact information for two referees. It is expected that one of these will be your current or most recent employer.
Proof of qualifications	The person specification for this post lists qualifications that are essential and/or desirable. If you are successful, you will be asked to provide original certificates of these educational and professional qualifications. Please do not enclose these with your application.
Terms and conditions	Full details of the terms and conditions of employment will be made available to the successful candidate.
Annual leave	The successful candidate will be entitled to 25 days (pro rata) annual leave plus statutory holidays (eight days) as well as the option to buy and sell annual leave in accordance with our policy.
Pension	Caring Together Charity comply with all current legislation regarding auto-enrolment into a pension scheme for employees.
Entitlement to work	If you are shortlisted for interview, you will be asked to bring to interview original documentary evidence of your entitlement to work in the UK in line with a list of acceptable documents that we will provide to shortlisted candidates. Please do not enclose these with your application.
Working hours	Normal working hours are between 9.00am and 5.00pm, however Caring Together Charity is committed to ensuring a work-life balance for our employees as well as supporting employees with priorities such as caring or other family commitments. We support flexible working patterns and arrangements where these are mutually agreed between the employee and their line manager. The successful candidate will be required to work flexibly at evenings and weekends at times.
Benefits	Full details of the benefits of employment will be made available to the successful candidate.