

MAKE AN **IMPACT** WHERE IT **MATTERS** MOST



MARKETING & COMMUNICATIONS MANAGER

Salary: £41,500 per annum, pro rata

Holidays: 28 days plus public holidays (pro rata)

Hours of work: 25 hours per week to be worked flexibly.

Contract Duration: Permanent

Base: Home based with requirement to travel for meetings, events etc.

Responsible to: CEO of Charity

JOB PURPOSE

The Marketing and Communications Manager will develop and deliver a marketing and communications strategy that raises awareness of LRSN's work, increases awareness and engagement, and supports income generation and service delivery. The Marketing and Communications Manager will oversee high standards of brand management, content, and campaigns across all channels, ensuring communications are audience led, data informed, and aligned with LRSN's values and objectives. The Marketing and Communications Manager have strategic oversight of all marketing, communications and fundraising functions and will line manage the Fundraising Manager.

KEY RESPONSIBILITIES

- Develop and implement a marketing and communications strategy that supports the charity's strategic plan, fundraising targets, and service priorities.
- Ensure high standards of internal and external communications, helping to promote overall the charities objectives, story, services and needs.
- Plan, deliver, and evaluate multi channel campaigns (e.g. fundraising appeals, awareness days, focus on services etc).
- Champion a consistent brand and storytelling approach across the organisation, supporting colleagues to communicate clearly and confidently.
- Work closely with the Head of Charity to agree develop integrated campaigns and coordinate key messages.
- Work closely with local press and media and marketing connections with the charity's partnership and ensure all social media and digital communications are coordinated and timely.
- Line management of the Fundraising Manager.

BRAND AWARENESS

- Lead brand management, ensuring consistent professional visual identity and messaging across all materials, channels, and teams. Ensure the brand meet's the growing needs of the charity.
- Identify new opportunities to grow LRSN's brand awareness.

MARKETING & CREATIVE DEVELOPMENT

- Develop, create and implement creative marketing activities.
- Coordinate and create the production of multi-channel marketing assets, ensuring all outputs are brand-consistent and audience-focused.
- Create creatives to promote the charity and its activities throughout the year.
- Lead on the design and production of an annual report, with particular focus on articulating impact.
- Coordinate the production of engaging story telling content including case studies, films, photography and other storytelling assets.
- Oversee third-party designers, writers, and multimedia producers for marketing and PR related materials.

PUBLICATIONS & CONTENT

- Lead on promotional activity for key events and organisational milestones.
- Oversee the planning and delivery of LRSN's outward-facing publications and branded content, ensuring they align with organisational priorities and audience needs. To include the Lifelines newsletter and monthly LRSN e-news.
- Act as editorial lead—commissioning, writing, and editing content in collaboration with colleagues, external contributors, designers and printers.
- Ensure all internal and external communications are of the highest standard and consistency.
- Ensure that all content is delivered to a consistently high standard and to deadline.

DIGITAL MARKETING

- Oversee content planning and creation for the website, ensuring that the website remains current and is maintained to be compliant with accessibility standards. This includes the need to drive visitors to the website for information and fundraising opportunities.
- Plan, create and deliver engaging content across LRSN's social media channels, to support LRSN's goals and activities. To include a diverse range of multimedia content (short-form video, graphics, photography, written content) tailored for each platform.
- Grow LRSN's image and video library by proactively collaborating with colleagues, volunteers, social media followers and external contacts to source or create engaging, high-quality content.
- Develop case study films illustrating LRSN's impact, including the production of clear briefs for interviews, and video production to ensure high-quality content is created for campaigns and storytelling needs.
- Keep a close eye on emerging topics, new platforms, and collaboration opportunities to ensure LRSN's digital presence stays fresh, relevant, and engaging.
- Ensure all opportunities are used during storytelling, campaigns and event marketing.

COLLABORATION

- Support fundraising activities with compelling cases for support, campaign assets, supporter stories, and donor stewardship communications.
- Work collaboratively with the Fundraising Manager to facilitate the delivery of fundraising campaigns and activities, ensuring timely implementation of PR and marketing deliverables.
- Work collaboratively with the Partnership Coordinator to facilitate the delivery of fundraising campaigns and activities, ensuring timely implementation of PR and marketing deliverables.
- Build strong working relationships with colleagues, including the volunteer teams, to identify content opportunities.
- Ensure adequate stocks of marketing material are held and regularly distributed, including to LRSN staff and volunteers.

PR & MEDIA RELATIONS

- Proactively scope, plan, and develop media engagement opportunities to secure positive and frequent press coverage across local and national media as appropriate.
- Draft compelling press releases, media packs, statements, and comment pieces aligned to LRSN's strategic priorities.
- Cultivate and maintain a database of journalists, editors, sector influencers and media contacts.

INSIGHT & EVALUATION

- Use analytics tools to measure the performance of social media, website, and e-newsletters.
- Track campaign and media engagement performance and generate insights to optimise future planning.
- Produce monthly reporting data for the Head of Charity, including summaries of media reach, campaign engagement, and PR activity.

INTERNAL COMMUNICATIONS

- Lead and update internal communications approaches and tools (e.g. Around the Kitchen Table newsletter) to keep colleagues informed and engaged.

COMPLIANCE

- Maintain high standards of content governance, applying editorial judgement and ensuring compliance with brand guidelines, accessibility standards, and legal/ethical requirements (e.g. safeguarding, consent, GDPR).

GENERAL DUTIES & RESPONSIBILITIES:

- Work in co-operation with other team members, adhering to all policies and procedures, including Equal Opportunities.
- Participate in regular supervision meetings with the Head of Charity.
- Attend monthly staff meetings and other internal meetings, training and events as required.
- Participate in any external meetings and events as required.
- Attend all relevant and appropriate training courses.
- Maintain records of activity, outputs and outcomes that will be used to report to the Board of Trustees.

The specific duties and responsibilities of this job description are not restrictive, and the post holder will be expected to undertake any other duties within the scope of the role, as required by the Head of Charity or Board of Trustees.

PERSON SPECIFICATION

REQUIREMENT	ESSENTIAL	DESIRABLE
Experience working a similar role	X	
Experienced in staff management	X	
Experience developing publications and marketing assets	X	
Strong copywriting and editing skills, with the ability to tailor messages for different audiences and channels.	X	
Confidence working with designers, printers and digital producers to deliver high-quality, on-brand content.	X	
Strong project management skills and the ability to work across multiple priorities with confidence	X	
Excellent attention to detail	X	
An understanding of brand application across different channels and content formats.	X	
Familiarity with media monitoring tools		X
Skilled in using WordPress to update and maintain websites.	X	
Experience of managing digital channels (website, email marketing, social media) and using analytics to drive improvements.	X	
A flair for storytelling and message crafting.		X
Experience working in public relations, media engagement, or campaign marketing, with a demonstrable track record of leading successful, high-profile communications activity	X	
Proficiency in Adobe Creative Cloud or Canva		X
Experience in managing staff or mentoring colleagues		X
Experience working within the charity sector		X
A self-motivated, proactive, and results-driven approach to work with the ability to work independently and as part of a team.	X	
Creative and proactive approach to problem-solving and idea generation	X	

Empathy with the farming community and an understanding of the challenges faced in rural life.	x	
Comfortable working flexibly, including occasional evenings, weekends	x	
Good IT skills (including Microsoft Office, Outlook, Excel)	x	
Experience of working with volunteers		x
A commitment to upholding LRSN's principles of equity and diversity.	x	
Flexible approach and willingness to take on new tasks	x	
Other requirements of the role:		
Full driving license and own vehicle and ability to travel freely for work purposes.		
The successful candidate will be required to complete a DBS check.		