



Job Description

Marketing and Communications Officer

- Location:** The role is based at the Trust's office in West Berkshire with a minimum of three days per week expected to be worked at our Newbury office. Flexible working arrangements are available with the understanding that this must meet the objectives of the charity and requirements of the role.
- Accountable to:** Marketing and Communications Manager
- Start date:** As soon as possible
- Hours of work:** Part or Full-time (0.8-1 FTE), 12-month fixed term contract
- Salary:** Grade 2 (£27,745 - £31,227)

Purpose:

This is an exciting new role supporting the marketing and communications activity within a leading mental health charity.

We are looking for someone who brings creative flair, marketing experience, and a collaborative mindset – plus a passion for digital – to join our talented communications team. You will be an excellent communicator, highly organised, and capable of managing multiple projects simultaneously under guidance, with a strong commitment to delivering an excellent supporter journey for our audiences.

As the Marketing and Communications Officer, your role provides wide-ranging support across the communications function, with a particular focus on content creation, day-to-day management of digital channels, and practical support for campaigns and events.

Key responsibilities and duties:

Content creation

- Create engaging, on-brand digital content, using templates (e.g. Canva), working collaboratively with colleagues to tailor visuals for different audiences and platforms.
- Capture and edit short form video content to effectively promote our work and events.
- Create compelling copy for the website, email campaigns, social media and other digital marketing materials.

Digital communications and website management

- Support our social media activity, including monitoring and responding to comments and direct messages, promptly and appropriately.
- Support the delivery of our email schedule by gathering content requirements from across the organisation and coordinating the approval process.
- Upload and maintain website content using the Customer Management System (WordPress) and manage content within email marketing systems including Dynamics 365 and Click Dimensions.
- Monitor and report on campaign and organic performance against agreed KPIs, providing insight-led recommendations to inform future activity.

Campaign support

- Coordinate the communications briefing process across the organisation to ensure requests are managed efficiently.
- Maintain content calendars and workflows to ensure activity remains on track and visible across the team.
- Support delivery of campaigns by coordinating assets with internal colleagues and external suppliers, including managing print and digital production with suppliers where required.

Other

- Always ensure compliance with data protection regulations, safeguarding, confidentiality and relevant organisational policies and procedures.
- Provide general administrative support across the team, including call handling, stock monitoring and ordering, meeting coordination, and managing shared inboxes.
- Other duties as may be reasonably expected by the Trust, appropriate to the grade and responsibilities of the post.

Person Specification

The successful candidate is likely to have most of the following competencies and experience but not necessarily all. If you feel that you are a strong candidate, please do apply.

Criteria	Essential	Desirable
Skills required and relevant experience	<ul style="list-style-type: none"> • Highly organised and able to prioritise, plan effectively and work to deadlines • Strong oral and written communication skills • 2 years + of experience of email marketing and social media • Experience in marketing/communications, with hands-on delivery of digital content • Excellent copywriting and proofreading skills • Practical design experience using tools such as Canva or Adobe software • Knowledge of social media platforms and website content management systems (CMSs) 	<ul style="list-style-type: none"> • Experience in the non-profit sector • Experience using database software or a willingness and competence to pick up this skill quickly • Knowledge of GDPR requirements • Experience supporting fundraising or awareness-raising campaigns. • Knowledge of email marketing systems and analytics tools.
Attainment	<ul style="list-style-type: none"> • GCSE English and Maths (Grade 4/C or above) or equivalent by experience • Proficiency with standard Microsoft Office software 	Relevant further or higher education qualification
Personal attributes	<ul style="list-style-type: none"> • Solution-minded with a proactive attitude towards any task or challenge • Professional, enthusiastic and flexible, with a strong willingness to learn • Great interpersonal and social skills • Commitment to embedding the values of equity, diversity and inclusion in everything that you do • Creativity and willingness to try new things 	<ul style="list-style-type: none"> • Interest in and awareness of mental health issues

To Apply:

If you would like an informal discussion about the role with our Head of Fundraising and Communications, this can be arranged via email to: recruitment@charliewaller.org.

The deadline for applications is 9am Monday 8th June 2026.

We ask that you structure your supporting statement, to clearly demonstrate how your skills, experience and knowledge meet the job description and person specification.

Please try to keep your supporting statement to a maximum of 800 words, excluding headers.

Applications will not be considered without a supporting statement.

You will hear back from us by Wednesday 10th June, and should you be shortlisted, an interview will take place on the week commencing 15th June.

We will provide 50% of the interview questions in advance so that all candidates can perform at their best.