



Job Description

Content and Creative Marketing Manager

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:	Head of Communications
Start date:	As soon as possible
Hours of work:	Full-time, 1 FTE (35 hours)
Salary:	£32,164 - £34,123, depending on experience

Purpose

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

We are looking for someone with a love of producing engaging digital and visual content, who will be excited to manage the Trust's social media presence and social media channels. The postholder will maintain a strong, consistent brand identity across all materials and ensure content supports fundraising, awareness, and charitable activities.

As the Content and Creative Marketing Manager, your role provides significant contribution to the organisation's overall communications strategy and has operational leadership for marketing and campaign management, with particular responsibility for the development and delivery of creative, high-quality design and content that brings the Trust's mission and impact to life across all channels.

Key responsibilities and duties:

Creative Content and Design

- Lead on the creation and delivery of digital and visual content across all platforms, ensuring consistency with brand and tone of voice.
- Produce high quality visual and multimedia content, including graphics, photography, podcasts, and video, for use across web, email, and social media.
- Design marketing and campaign assets (including printed materials such as posters and leaflets), using tools including Adobe Creative Suite, Canva, CapCut, Indesign, Photoshop and Illustrator ensuring materials are accessible and on-brand.
- Develop templates and style guides to support consistent, efficient content production across the organisation.
- Commission and manage external creative partners (e.g. designers, videographers, photographers) when required.

Social Media Management

- Oversee the Trust's social media strategy and day-to-day content planning, ensuring platforms are vibrant, engaging, and aligned with key messages.
- Develop and implement creative campaigns to grow reach and engagement across all social media channels.
- Monitor performance and use analytics to inform content development and scheduling.
- Stay up to date with social media trends, tools, and formats, identifying opportunities to innovate and test new approaches.

Team Collaboration and Coordination

- Work collaboratively with colleagues to plan, develop, and deliver engaging content for digital channels, newsletters, and campaigns.
- Work closely with the Marketing and Communications Manager to ensure creative content integrates effectively with campaign planning and digital strategy.
- Collaborate with colleagues across the charity to source stories, visuals, and opportunities for content creation.
- Maintain an organised content calendar and library of creative assets.
- Line manage and/or mentor junior colleagues (as applicable) to support them to deliver excellence across all communication and marketing activities.
- Other duties as may be reasonably prescribed by the trust, appropriate to the grade and responsibilities of the post.

Monitoring and Evaluation

- Track and report on engagement metrics across digital channels, drawing insights to inform future content.
- Contribute to team reporting on communications performance and impact.
- Maintain awareness of audience preferences and trends to shape future content direction.

General responsibilities and duties

- Ensure that systems and processes are used as expected, and that our database is being updated and utilised as the central source of information.
- Provide regular updates on progress against agreed objectives and contribute to wider departmental reports as required.
- Ensure compliance to data protection, safeguarding, confidentiality and relevant organisational policies and procedures.
- Liaise with a wide variety of people and organisations including supporters of the charity, trainers and funders.

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	• Significant experience in digital marketing, content creation, or creative communications. • Strong design skills with proficiency in tools such as Adobe Creative Suite and Canva. • Proven experience managing social media channels and developing creative campaigns. • Excellent copywriting, editing, and visual storytelling skills. • Strong understanding of brand management and visual identity. • Ability to manage multiple projects, balancing hands-on delivery with strategic oversight. • Experience of commissioning and managing external creative suppliers.	• Experience in the non-profit or education sectors. • Familiarity with video editing, photography, or podcast production. • Understanding of accessibility and inclusion in digital content. • Knowledge of email marketing systems and analytics tools. • Interest in mental health or young people's wellbeing. • Experience supporting fundraising or awareness campaigns.
Attainment	• 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 of relevance
Personal attributes	• Collaborative and proactive approach to teamwork.	• Interest in and awareness of mental health issues

	• Solution-minded with a can-do attitude towards any task or challenge • Professional, enthusiastic and flexible, with a strong willingness to learn • An ability to work independently on projects as well as an enthusiasm to support the wider Communications Team • Great interpersonal skills • A commitment to working to meet the charity's objectives • Creativity and willingness to try new things	
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To apply

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

The deadline for applications is 12 noon on Sunday 30th November 2025.

Please submit via your chosen job website, or send your CV, a portfolio of creative work, and a supporting statement to recruitment@charliewaller.org. We ask that you structure your supporting statement, by providing relevant information under person specification bullet points (combining these if multiple points are effectively responded to by one experience). Please try to keep your supporting statement to a maximum of 800 words, excluding headers. **Applications will not be considered without a portfolio and a supporting statement.**

You will hear back from us by Wednesday 3rd December, if not before and should you be shortlisted, an interview will take place w/c 8th December and will involve a competency interview along with a short design based task relevant to the role.

We will provide details about the task 24 hours in advance to allow candidates time to prepare and we will also provide 50% of the interview questions in advance so that all candidates can perform at their best.