

JOB DESCRIPTION

Grief Encounter was set up in December 2003 to ensure that bereaved children and their families receive the best possible support following the death of a parent, sibling and someone close. We deliver both local and national bereavement services. Please see our website for further information: www.griefencounter.org.uk

JOB TITLE:	MARKETING & COMMUNICATIONS MANAGER
SALARY:	£36,000 to £39,000 per annum (FTE)
LOCATION:	Mill Hill, London NW7 4ST
CONTRACTED HOURS:	40 hours a week (inclusive of one hour paid meal break daily), 5 days a week.
RESPONSIBLE TO:	Director of Income Generation & Growth

Our Vision: A world where no child grieves alone.

Our Mission: To help bereaved children, young people and their families find hope and healing.

Our Values: are very important to us and as a member of the Grief Encounter team, you will be expected to hold these in your day to day work:



Through times of grief, we deeply understand the profound influence of community. We honour heritage, diversity and the important bonds that nurture our sense of self and our collective contributions to provide hope, healing and fulfilling lives.



We're not afraid to face grief head on and tackle difficult conversations openly and honestly with others. This gives everyone the courage to freely express their emotions and actively participate in making a difference.



We dedicate ourselves to the lives of bereaved children and families. With unwavering resolve, we champion the needs of every child to shape hopeful futures, with care, warmth and positivity, nurturing the past, present and future lives.

JOB SUMMARY:

- The primary focus of this role will be to support the **Fundraising Department** (Income Generation), helping to develop and execute marketing strategies that generate income through campaigns, events, and fundraising initiatives.
- Leads the development and delivery of the marketing strategy to develop the Grief Encounter brand, raise the charity's profile and drive voluntary income.
- Supports the **Clinical Team** and other business functions, such as HR and Volunteering, to ensure that their marketing needs are met, including the creation of resources and communication materials for clients and internal teams.

MAIN DUTIES & RESPONSIBILITIES:

Fundraising Support:

- Lead on the development and execution of marketing campaigns that directly support income generation, including fundraising events and special campaigns.
- Collaborate closely with the Fundraising Team to align marketing strategies with key income generation goals, ensuring that campaigns are targeted and effective.
- Create compelling copy and storytelling for donor-facing materials such as appeals, newsletters, and promotional materials. This includes developing case studies and success stories to highlight the impact of Grief Encounter's work, inspiring donors to support the cause.
- Oversee the creation of marketing assets in partnership with the retained creative agency, ensuring that campaigns are compelling and on-brand
- Track, measure, and report on the effectiveness of fundraising campaigns, adjusting strategies as needed to optimise results.
- Manage social media campaigns that drive donations and awareness for fundraising efforts, using channels like Facebook, Twitter, Instagram, and LinkedIn to build relationships with supporters and engage potential donors.
- Maintain and optimise the charity's online presence in relation to fundraising, ensuring all digital touchpoints are aligned with campaign objectives.

Clinical and Rest of Business Support:

- Work with the Clinical Team to create and update marketing materials that support the charity's client-facing services, such as welcome packs and grief-related resources.
- Support internal communications needs for departments such as HR, Volunteering, and other operational teams by creating resources, newsletters, or promotional materials to keep staff and volunteers informed.

- Ensure consistent messaging across all communication, ensuring that all materials are sensitive to the needs of grieving families while also promoting the charity's services and work.

Social Media and Digital Marketing:

- Develop and oversee the social media content strategy that drives engagement, enhances brand visibility, and supports fundraising and client communications.
- Create engaging, shareable content, including graphics, videos, written posts, and case studies that amplify the work of Grief Encounter in both fundraising and clinical contexts.

Brand Management:

- Maintain the integrity of Grief Encounter's brand, ensuring that all marketing materials and communications are consistent with the charity's visual and messaging guidelines.

Other:

- Uphold, safeguard and promote the organisation's values and philosophy relating particularly to ethics, integrity, corporate and social responsibility and environmentally sound policies and procedures.

PERSON SPECIFICATION

Qualifications

- Professional marketing qualification or qualified by experience.

Skills & Experience

- Proven experience in marketing, ideally within the charity or non-profit sector (3+ years), with a focus on fundraising marketing.
- Demonstrated ability to support income generation through marketing initiatives and campaigns (e.g., fundraising events, donation drives, campaigns).
- Experience in storytelling and case study development, with the ability to craft compelling narratives that highlight the impact of the charity's work, both for fundraising and for client-facing materials.
- Excellent copywriting and content creation skills including the ability to articulate the charity's work across diverse platforms and to different audiences
- Experience managing relationships with external agencies such as PR and Creative.
- Strong expertise in social media marketing, including content calendars and scheduling tools, understanding of paid SM content and performance analysis
- Project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Strong organisational skills, with the ability to prioritise tasks and stay focused under pressure.

- Experience with email marketing platforms (e.g., Mailchimp) and fundraising software.
- Experience with SEO and paid digital advertising is advantageous.

Personal qualities

- Able to work from our offices in Mill Hill at least 3 days per week. (A rota exist to ensure the Income Generation department is adequately covered at all times M - F).
- Willing to attend events and external meetings with people from a variety of backgrounds and of all ages.
- Willing and able to travel to different parts of central and greater London and the ability to work some evenings and weekends (TOIL will be provided as appropriate)
- Able to work effectively within a team and be self-motivating.
- Able to actively listen, seek information, and ask questions to ensure the understanding of underlying concerns of others.
- Respectful, non-judgemental and empathic manner.
- A sense of responsibility and commitment to organisational excellence with integrity, honesty and professionalism.
- Demonstrates respect for confidentiality and boundaries.
- Resilient when dealing with sensitive topics and situations.
- Flexible, pro-active and open attitude to work.

REVIEW:

This job description will be reviewed as necessary to meet the needs of the charity on no less than an annual basis in consultation with the post holder.

This post is subject to pre-employment checks including a DBS check.