

TOGETHER, EVERY CHILD AND YOUNG PERSON CAN FLOURISH.

Marketing & Communications
Manager

JOB RECRUITMENT PACK



WHO WE ARE

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AllChild is a charity working with schools, families, councils and community organisations to ensure that together, every child and young person can flourish.

We're pioneering a new way of investing in children's futures - bringing local partners together to listen, co-design, and remove barriers to support and opportunity.

We believe children need the right support, in the right way, at the right time - rooted in the relationships and communities they know and trust.

We call this creating SEA change: improving children's Social, Emotional and Academic wellbeing so they can thrive at school, in life, and in the future they choose.

After nearly a decade in West London, we've expanded to Wigan and are now preparing to grow into more places across the country — deepening our local presence to deliver meaningful, long-term support. Last year, we worked with 1,700 children and young people, helping them build the skills and connections they need to flourish.



THE ROLE AND YOU

ABOUT THE ROLE

Title: Marketing & Communications Manager
Reports to: Head of Marketing & Communications
Start date: ASAP
Location: Hybrid, London (Commitment of 3 days in our West London office every week)
Hours: Full-time (35 hours), Permanent
Salary: £38,000 - £42,999 per annum
Deadline: 7 November 2025

Are you a seasoned marketing professional ready to bring your expertise to a mission-driven organisation? Do you combine strategic thinking with creative flair, and thrive in environments where innovation and continuous learning are valued?

AllChild is looking for a creative, data-driven Marketing and Communications Manager to turn strategy into standout campaigns that inspire action and deliver results.

You'll be at the heart of our integrated marketing—leading multi-channel campaigns, crafting compelling content, and building audience journeys that deepen engagement and drive income. From digital strategy to media relations, you'll help shape how the world sees and supports AllChild.

You will own:

- Planning and delivery of weekly engagement (questions, polls, creator replies) aligned to campaigns
- Day-to-day management across priority channels; respond, route, and nurture advocates
- Newsletter strategy and audience growth
- Media relations and brand storytelling
- Content creation and activation
- Performance tracking and optimisation
- Collaboration across teams and with external partners



THE ROLE AND YOU

KEY RESPONSIBILITIES

Campaign planning & execution

- Plan and deliver multi-channel marketing campaigns (email, web, organic/paid social, search) with clear objectives, audiences, budgets, timelines and KPIs.
- Build and run always-on and time-bound campaigns that support brand, programmes, partnerships and fundraising priorities.
- Own the campaign calendar; coordinate internal stakeholders and brief/oversee design and agency partners to hit deadlines and hit objectives.
- Manage the website, newsletter and social media channels. Monitor performance and optimise content.
- Keep a simple CRM of priority contacts.
- Write and design engaging content for internal and external audiences.

Newsletter & audience engagement

- Manage newsletter strategy, design and delivery - including editorial planning, build, send and post-send optimisation.
- Grow and nurture subscriber lists through value-led content, lead magnets and on-site capture; uphold data privacy and consent best practice.

Media relations

- Support the Head of Marketing and Communications to develop and expand relationships with the media.
- Work with partners internally and externally to identify opportunities to secure coverage and raise AllChild's profile.
- Support the implementation of the media strategy and the CEO comms strategy.

Content development and activation

- Develop engaging visual content (including video) for use across all platforms internally and externally.
- Use content created by the Communications Officer (stories, case studies, PR, social assets, video) to populate web/social/email campaigns; ensure channel-right edits and strong calls to action.
- Maintain a consistent tone of voice and brand look/feel across all outputs.

Performance, insight & reporting

- Monitor, analyse, and report monthly on campaign performance, sharing insights to improve impact.

THE ROLE AND YOU

Digital brand

- Support brand consistency and user experience across digital platforms - partnering with stakeholders to improve journeys, accessibility, SEO and conversion paths.
- Champion inclusive design and accessibility standards in every campaign and page.

Collaboration and ways of working

- Be the day-to-day project lead for campaigns - aligning Brand, Marketing, Insights, Development (fundraising), Delivery and external agencies.
- Create clear briefs, timelines and approval paths; run smooth kick-offs, updates and feedback.
- Work closely with Development and Delivery teams to create compelling stories and supporter journeys. Help build a strong repository of case studies.

Governance & other duties

- Manage budgets and suppliers within agreed scopes and procurement guidelines; maintain accurate records in our systems.
- Comply with all relevant AllChild safeguarding, health & safety and data protection policies; adopt a flexible, problem-solving approach and undertake other reasonable duties as required.
- Manage out-of-hours rota with Head of Marketing and Communications

Line management

- Line-manage the Communications Officer (1 direct report): objective-setting, coaching, wellbeing, workload planning and performance reviews.
- Oversee freelancers/agency partners as needed (clear briefs, quality control, budgets, contracts).



PERSON SPECIFICATION

EXPERIENCE, KNOWLEDGE AND COMPETENCIES

Essential

- Strong critical thinker; able to understand the nuances of communication strategies and provide advice to senior leaders on messaging and responding to emerging or contentious issues; comfortable working with external advisors where required.
- Proven experience planning and executing multi-channel campaigns (email, social, web; paid and organic) with measurable results.
- Proven experience of working with the media.
- Proven experience of content development including imagery and video editing.
- Strong hands-on skills with email/Customer Relationship Management/ automation tools e.g. Mailchimp, Hootsuite, Microsoft 365, Google Analytics A4 discipline; confident with dashboards and split testing.
- Excellent project management: calendars, critical paths, briefing/overseeing creatives and agencies, and hitting deadlines.
- Comfortable collaborating across teams; proactive, organised and data-curious.
- High standards of written communication - proven experience of providing clear, accurate copy. Strong proofreading skills.

Desirable

- Experience in the charity, education, youth or public-sector ecosystem.
- Working knowledge of Search Engine Optimisation, social ad platforms and accessibility standards.



BENEFITS

ANNUAL LEAVE AND WELLBEING DAYS

We have a generous annual leave policy, of 25 days increasing by 1 day per year up to 30 days. Plus public holidays and a further 3 days of leave during Christmas closure. We also offer 2 wellbeing days per calendar year as a means to support our employees.

ENHANCED SICKNESS, COMPASSIONATE AND FAMILY LEAVE

AllChild pays above the statutory minimum sickness on a 12-month rolling period. We also offer compassionate leave, up to 10 days for close family members. We offer enhanced pay for maternity and paternity leave to help support staff who are growing their families.

HEALTH CASH PLAN

Employees can access tailored support for mental and physical health and wellbeing. The support on offer includes (but is not limited to):

- 24/7 Employee Assistance Support.
- Cash back on optical, dental and holistic treatments.
- Physiotherapy.
- Counselling.
- Discount for family activities, such as cinema tickets and gym membership.

SEASON TICKET LOAN

Staff can apply for a season ticket interest free loan. Your loan repayments are spread evenly over 12 months.

CYCLE SCHEME

Staff can purchase bike and accessories through our cycle scheme without any upfront payment, and the payments are taken tax efficiently from their salary.

REFERRAL SCHEME

Employees who refer a friend for any of our vacant positions will receive a £200 voucher if the candidate is successful. Upon their completion of the 6-month probation, the employee will receive a further £200.

APPLICATION PROCESS

We prioritise safeguarding at AllChild. Our recruitment follows strict guidelines outlined in our Safer Recruitment and Selection Policy. Please read our Safer Recruitment and Selection Policy and complete the online application form.

Deadline: 7 November 2025

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

First Round Interview: We anticipate first round interviews to be held w/c 17 November 2025. More details will be provided following the invitation to interview.

To ensure fairness in selecting the best candidates for this role, we operate a blind recruitment process. Therefore, all applications are anonymised until an interview has been confirmed.

We are proud to be an employer that puts Equity, Diversity and Inclusion at the core of all that we do, for the benefit of our employees, our partners, and the communities that we work with. We are proud of our diversity and are therefore keen to receive applications from people who may be under-represented in our AllChild community. Please read our EDI statement on our website.

Please inform us of any accessibility needs for the application or interview process. We will address them when scheduling interviews.

If you have any questions, please contact our People and Culture Team by email:
hr@allchild.org