

MEDAILLE TRUST

Medaille Trust is one of the UK's leading charities in the fight against modern slavery.

Job Title: Marketing & Communications Manager

Salary: £37,000 – £42,000

Location: Remote (some travel required)

Hours: Full-time (part-time considered)

Responsible to: Head of Development & Impact

Purpose of the Role

To lead and deliver Medaille Trust's marketing and communications activity, developing and implementing campaigns that strengthen brand awareness, support fundraising, and communicate the organisation's impact.

The role combines strategic oversight with hands-on delivery, ensuring communications are values-led, survivor-informed, and aligned with safeguarding and organisational priorities.

Key Responsibilities

Strategy & Planning

- Develop and implement the day-to-day marketing strategy aligned with organisational objectives
- Identify opportunities to grow brand reach, supporter engagement, and income
- Plan integrated campaigns linked to fundraising and awareness priorities

Campaign Management

- Lead the planning and delivery of multi-channel campaigns (digital, social, email, website, print)
- Oversee content calendars and campaign schedules
- Ensure all campaigns have clear objectives, measurable outcomes, and strong execution
- Monitor performance and optimise activity based on data

Content & Brand

- Oversee production of marketing materials including newsletters, appeals, reports, and case studies
- Maintain and strengthen brand identity and tone of voice
- Ensure consistency of messaging across all channels
- Ethical Storytelling & Safeguarding
- Lead best practice in ethical storytelling and survivor-informed communications
- Ensure all content reflects lived experience sensitively and accurately
- Maintain strict standards around consent, confidentiality, and safeguarding

Digital & Data

- Oversee digital channels including website and social media (including external partners)
- Analyse performance data and produce reports on KPIs
- Use insights to inform future campaigns and strategy
- Ensure GDPR compliance and data integrity

Stakeholder Engagement

- Work collaboratively across Development & Impact, Services, and SLT
- Support fundraising campaigns, donor engagement, and events
- Manage relationships with external suppliers and partners

Leadership & Oversight

- Provide direction and oversight to marketing activity and outputs
- Ensure delivery is aligned with organisational priorities and capacity
- Contribute to organisational reporting and impact communications

Scope

- Owns day-to-day marketing strategy and delivery
- Balances strategic planning with hands-on execution
- Responsible for quality, consistency, and performance of outputs

Person Specification

PERSON SPECIFICATION FOR THE POST OF Marketing and Communications Manager

REQUIREMENT	ESSENTIAL	DESIRABLE	ASSESSMENT METHOD
Qualifications	<ul style="list-style-type: none"> • Degree or equivalent • 	<ul style="list-style-type: none"> • Professional marketing qualification (e.g. CIM) 	Application form
Skills	<ul style="list-style-type: none"> • Marketing skills across direct and digital channels • Social media management • Excellent communicator • Able to work collaboratively as part of a small team • Excellent IT skills • Excellent English language skills 	<ul style="list-style-type: none"> • Proficiency with analytics and reporting • 	<p>Application form / interview</p> <p>Submission of portfolio of prior work before interview</p>
Experience	<ul style="list-style-type: none"> • Delivering marketing campaigns with demonstrable outcomes in brand awareness and/or income generation 	<ul style="list-style-type: none"> • History of producing campaigns or materials based on sensitive use of stories of vulnerable people • Managing people or teams • Working in the charity sector 	Application form / interview
Knowledge	<ul style="list-style-type: none"> • Marketing across digital and direct channels 	<ul style="list-style-type: none"> • Knowledge of modern 	Application form / interview

		slavery, migration or a related field	
Special conditions of service	<ul style="list-style-type: none"> • Enhanced Disclosure and Barring Service Check. • Maintain confidentiality in respect of the service location and identity of clients and staff at all times. 		

Essential

- Experience managing marketing campaigns with demonstrable outcomes
- Strong understanding of digital and direct marketing channels
- Excellent written and verbal communication skills
- Experience using data to inform decisions
- Ability to manage multiple priorities and stakeholders

Desirable

- Experience in the charity or social impact sector
- Experience working with sensitive subject matter
- Knowledge of modern slavery, migration, or related fields
- Experience managing external suppliers or small teams