

Marketing Communications Specialist – Job

Description

Role information

Department: Communications and Marketing

Job Title: Marketing Communications Specialist

Grade: E

Responsible to: Head of Group Marketing Communications

Date: 21 May 2026

Purpose of the job:

To plan and deliver creative, high impact marketing communications content in line with Family Fund's organisational objectives.

Duties and responsibilities

Client Management

- Build and foster strong working relationships with internal clients
- Consult with internal clients to gain an in-depth understanding of their operational and communications goals, in order to deliver high-quality, relevant recommendations and support
- Use interviewing and consultant skills to gather briefing information and insights, and consistently look for opportunities to add value to the brief
- Provide marketing communications advice to internal clients to ensure they achieve the best results for campaigns and projects

- Proactively provide information to internal clients about the results of marketing communications activity, and any other relevant issues that may impact on their campaigns or projects
- Regularly seek client feedback to inform continuous improvement

Campaigns and projects

- Plan, produce and implement targeted and integrated marketing communications campaigns, selecting channels and techniques that are appropriate to the task
- Contribute creative and impactful campaign ideas that achieve organisational objectives
- Manage campaign/project timelines, budgets, and deliverables to ensure successful execution
- Where necessary, coordinate work with other team members, the wider organisation and external suppliers to ensure campaigns and projects stay on track
- Organise interviews and meetings relating to communications campaigns and projects

Content creation

- Develop and edit engaging and message-relevant content such as website copy, e-newsletters, social media posts, blogs, family case-studies and printed collateral
- Collaborate with graphic design colleagues to create visual assets (infographics, documents etc), ensuring all work stays on brand
- Accurately proof-read own work to ensure that all communications collateral is of a high standard, and meets brand and other organisational guidelines
- Take photographs and commission photography to support communications projects
- Plan and edit video content to a good technical standard

Media relations

- Craft compelling media materials such as media releases, articles and backgrounders
- Produce and utilize targeted media lists to secure coverage
- Where required, conduct media outreach to secure placements in relevant outlets

Research and analysis

- Undertake market research projects to inform marketing communications activity
- Track industry trends and best practice, and proactively seek ways to use this in day-to-day activities
- Carry out campaign and project evaluation and use results to improve and develop activity

Other requirements

- Build and maintain a strong understanding of the context in which Family Fund works, to inform the tone and content of communications work
- Be an ambassador for the Family Fund brand by ensuring all materials produced meet Family Fund's brand guidelines, accessibility standards and tone of voice guidance
- Ensure all family data is used in a way that is consistent with information governance legislation and internal policies
- Contribute to the smooth running of the Communications Team by participating in shared responsibilities such as responding to the Communications Team inbox, responding to social media messages, completing reports and other duties as they arise
- Perform other appropriate duties as required by senior management

Person specification

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Experience

Essential

- Experience of working in a comms role in a busy communications department, either as part of an agency or in-house team
- Experience of developing and delivering multi-channel marketing communications campaigns and projects to achieve outcomes within budget and deadline
- Experience of producing communications materials for both online and offline channels for a public-facing organisation
- Experience of working with the media
- Experience in evaluating communications activity and producing meaningful impact metrics and reports
- Experience of conducting interviews to gather information for case studies and other communications purposes

Desirable

- Experience of working in a charity or not-for-profit environment
- Experience of fundraising communications

Skills, knowledge, and abilities

Essential

- Client management/consultancy skills.
- Excellent written and verbal communication skills
- Appreciation of different audiences, and ability to adapt writing style to suit the audience/purpose of the communication
- Creative skills and ability to problem-solve and think innovatively
- In-depth understanding of different communications channels and ability to use them effectively.
- Ability to take a brief, including questioning effectively and challenging constructively when needed
- Ability to create accurate, creative and high-impact content for online/offline channels
- Ability to use of CRM, e-news, social media scheduling tools and media databases
- Knowledge of different communications evaluation techniques as they apply to different channels
- Experience of commissioning work from external suppliers and managing their input
- Ability to proof-read effectively, including when under time pressure
- Ability to use Microsoft Office including, Word, Excel, Outlook and Powerpoint

Education/training

Essential

- General education to degree level or equivalent

Desirable

- Marketing communications qualification
- Evidence of continuous professional development

Personal attributes

Essential

- Clear and open communicator.
- Able to work confidently and constructively with people at all levels
- Creative and problem-solving
- Highly organised and able to deal with multiple projects at the same time
- Able to work under pressure and to tight deadlines
- Able to work proactively on own initiative, and as part of a wider team
- Flexible, adaptable and able to work in changeable circumstances
- Commitment to customer service and achieving results
- Commitment to Family Fund's values
- Commitment to equality, diversity, inclusion and fairness for all
- Commitment to safeguarding

Desirable

- Understands the impact of disability and poverty on family life