

FFBS Communications and Marketing Manager –

Job Description

Role information

Department: Marketing Communications

Job Title: FFBS Communications and Marketing Manager

Grade: F

Responsible to: Head of Group Marketing Communications (dotted line to Head Group of Business Development/Group Director of Income Generation)

Responsible for: Communications and Marketing Officer (FFBS)

Date: July 2026

Purpose of the job:

Develop and deliver high impact FFBS communications and marketing strategies to meet business objectives for growth and act as FFBS brand custodian. Lead on audience analysis and targeting, delivering targeted plans and tactics across the whole communications and marketing mix - media and PR, e-marketing, social media, website and corporate communications. Act as in-house communications expert, horizon scanning externally to proactively drive profile and thought leadership opportunities for the business and giving swift counsel to senior leads.

Duties and responsibilities

Internal client management

- Build and foster strong working relationships with internal clients to build marketing and communications strategies, gaining an in-depth understanding of targets and goals to deliver high-quality, relevant recommendations and support.
- Provide communications and marketing advice to internal clients to ensure best results for campaigns and projects.
- Support senior leaders through all profile opportunities – externally and internally.

Brand awareness and management

- Act as brand custodian and manager for the business, increasing profile and reach and safeguarding it reputationally.
- Lead and further develop brand guidelines, including tone of voice and messaging.
- Regularly horizon scan externally and drive brand cut-through tactics
- Drive brand awareness campaigns, research and evaluations.

Communications and marketing

- Develop and implement audience-targeted FFBS communications and marketing strategies and campaigns, online and offline, including with external partners and clients.
- Work with marketing communications team to ensure strategies are joined up and complementary.
- Develop thought leadership strands for the business and deliver these externally to drive engagement and conversion.
- Work with the Head of Group Business Development to determine and manage the communications and marketing budget.
- Manage all communications and marketing channels and develop audience-focused paid-for and organic content strategies, including for website, email and social media. Use data analysis and interpretation to drive new campaigns and sales driving activity.
- Collaborate with existing and new clients to co-manage campaigns for growth.

- Produce and copy write brand awards submissions, nominations for industry recognition and related marketing materials and communications as needed.
- Provide editorial and proof-reading support to team members and other FFBS colleagues, for example on tender bids and responses.
- Lead on collating FFBS case studies, across all areas of the business.
- Provide expert advice on all communications activity, utilising experience and up-to-date knowledge of best practice and data protection guidance for communications in the third sector and beyond.

Client Engagement

- Lead targeted client engagement communications and marketing strategies.
- Lead on dissemination of client survey results, ensuring client experience remains at the heart of our communications and marketing approach.
- Build networks and relationships with key client groups, including the Housing Association Charitable Trust, Association of Charitable Organisations and other partner organisations.
- Provide advice to colleagues on how to use marketing activity to engage with existing and prospective clients to drive awareness of our work.

Media and PR

- Raise the brand profile of FFBS through media and PR, developing targeted plans and tactics for key audiences, securing coverage and evaluating impact.
- Identify strong news hooks around FFBS projects, developments and achievements and promote them accordingly.
- Reputation management, flagging risks and mitigating them, alongside Head of Group Marketing Communications, and preparing reactive statements and releases.
- Identify and manage all media and PR contacts for FFBS, with targeted journalist engagement plan.

Line management

- Provide leadership, mentoring, development and support to Communications and Marketing Officer, helping them to plan and deliver work and ensure their development needs are met.

- Conduct regular one to ones and annual personal development reviews.

General

- Carry out other general communications and marketing tasks that may arise, including editorial/press release preparation and organisation/attendance at events.
- Carry out other appropriate duties as required by senior management.

Person specification

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Experience

Essential

- Demonstrable professional experience in traditional and digital communications and marketing
- Commercial experience, with an in-depth understanding of how marketing translates into sales
- Developing and delivering high performing communications campaigns and activities – on and offline
- Experience in networking and developing relationships with organisations.
- Confidently presenting in meetings and working groups.
- Line management and leadership experience
- Managing a diverse, busy workload to shifting timescales.
- Budget management

Desirable

- Voluntary or statutory sector management.

Skills, knowledge, and abilities

Essential

- Digital marketing and communications skills, including data analysis and segmentation, audience and stakeholder development.

- Skills to develop and build accurate and high-level content, including campaign assets, pitch presentations and briefing documents.
- Computer literate with strong digital skills, including experience of using content management systems and email service providers.
- Project management skills.
- Excellent written and oral communication skills.
- Ability to work as part of a team
- Ability to prioritise and work to shifting and tight deadlines.
- Proven use of initiative and creativity.
- Ability to deal with confidential and sensitive information.

Education/training

Essential

- Degree preferably in a communications and marketing related subject or equivalent evidenced experience.

Personal attributes

Essential

- Proactive self-starter, leader and team motivator.
- Clear, open communicator.
- Creative and flexible approach.
- Willingness to advise and support colleagues.
- Professional in approach and committed to Family Fund's values.
- Commitment to equity, diversity and inclusion
- Commitment to safeguarding.