

Job Description

Role:	Loneliness Awareness Week Campaign manager
Contract:	Fixed term, full time
Contract duration:	22 weeks
Start:	As soon as possible
End:	27th June 2025
Hours:	37.5hrs (you must be available to work full time on loneliness awareness week 9 th -15 th June 2025)
Payment:	£25 per hour
Location:	Hybrid working: St. Paul's Learning Centre, Bristol and home-based
Responsible to:	COO
Planned interview:	TBC – end of Jan 2025

Overview

Marmalade Trust is a leading loneliness charity. In 2017 we launched the UK's first loneliness awareness week and continue to host the week annually in June. Loneliness awareness week is 9th – 15th June 2025 and we are seeking a campaign manager to lead on this exciting project.

Your role

You will be a competent and experienced campaigns/program director who will lead on every aspect - from inception to implementation on this high impact campaign. The ideal candidate will be confident and professional with superb communication skills and the ability to build excellent working relationships with our stakeholders. You will manage, implement and deliver the loneliness awareness week campaign, working collaboratively with strategic partners, funders and key stakeholders. Due to the nature of this role, there will be a dynamic workload and you will need to be able to prioritise with ease and manage multiple projects.

Main responsibilities/tasks

- Implement the loneliness awareness week outline strategy and develop and implement steps to successfully complete the campaign
- Coordinate the campaign activation groups, i.e. liaising with the convener and member organisations in facilitating regular meetings, supporting the build of impactful proposals and their tactical delivery.

- Brief and oversee the work of external agencies and consultants in their support of campaign design and delivery, including supporting the drafting of the press releases.
- Build constructive working relationships and liaise closely with the campaign teams of partner organisations, providing proactive advice and support where required.
- Lead on media interviews as required, with support from CEO
- Act as an ambassador on behalf of Marmalade Trust, creating opportunities to enhance external profile and reputation amongst key audiences
- Work in collaboration with the design team to ensure timely asset tool creation.
- Assist in budget preparation and monitoring of all campaign-related activities, appropriately using and tracking financial resources.
- Compile and write progress reports for management and stakeholders, as required
- Ensure campaign operations comply with internal control policies and legal requirements
- Campaign Impact - work closely with comms to identify and implement the design and delivery of engaging communications for key campaign activities for partners and the public.
- Complete the Monitoring and Evaluation reporting on campaigns; preparing campaign activity reports for the wider team on a regular basis, working to KPIs for all activities, monitoring the success level of campaign (using agreed metrics), and contributing to insights and learning.
- Strong commitment to the vision and values of the organisation.

Note: The above list is not exhaustive, and you may be required to undertake other tasks and responsibilities as requested by COO

Essential skills and knowledge

- Experience of delivering high quality campaigns across an organisation.
- Experience in complex stakeholder and broad portfolio management, with a proven confidence in multitasking and prioritising workloads with agility to adapt to competing demands.
- Experience of monitoring and evaluation frameworks, with the ability to establish, monitor and report on campaign KPIs.
- Strong verbal and written communication skills.
- Experience of forging successful partnerships at all levels, with experience of building and maintaining these relationships to achieve tangible outcomes.

- Motivated and collaborative team-worker with ability to flex to the needs of the organisation at short notice and work across the team to deliver results.
- Excellent organisational and time-management skills with the ability to work independently effectively to deadlines, meet targets and achieve demonstrable results.
- A confident, resourceful and ambitious individual who can manage a diverse range of operations in a challenging environment.
- Excellent IT skills, using a variety of platforms to increase organisation and efficiency

Desirable skills and knowledge

- Experience in engaging with high profile individuals.
- Fundraising experience
- Experience of Send in Blue / other newsletter software
- Understanding of social media/comms/SEO
- Knowledge of Wix or Wordpress and other platforms such as Monday.com
- Use of impact measurement tools and evaluating projects

What we offer

- An exciting opportunity to make a real and positive impact on how society views loneliness
- A chance to be involved in a fast paced awareness week, including working with influencer, key stakeholders and media
- A friendly and supportive charity culture with our small team
- An option of hybrid and flexible working.
- A potential opportunity for longer term contract (funding pending)

Details of contract

- This role will be offered on a self-employed, fixed term contract
- The duration of the role is 22 weeks. The start date is open to negotiation, but the successful candidate will ideally start as soon as possible in January 2025.
- The role is advertised as full time, but less hours may be considered.
- You may occasionally be required to work in the evening.
- You must be available to work during loneliness week



Please submit a CV and cover letter telling us why you are suitable for the role to info@marmaladetrust.org

Please note, due to the large volume of applications, you will not be asked to interview if you do not include a covering letter explaining why you would like the role.

At Marmalade Trust, we want to create a genuinely inclusive workplace, where we embrace the differences of all our colleagues and celebrate diversity. We love to see applications from underrepresented groups and welcome applications from individuals, regardless of their background. We also offer flexible working hours – please contact us if you would like more information.