



Senior Communications and Marketing Manager

Department	Communications	Reporting to	Director of Development
Contract	Fixed Term – 12 months (Maternity Cover), Full Time 35 hours p/w	Direct reports	Marketing and Communication Officer
Work location	Earth Trust Centre / Hybrid (typically 2 days in the office a week)	Salary	£37,000 - £40,000 (dependent on experience)

Overall Purpose

We are seeking a strategic and dynamic Senior Communications and Marketing Manager to join Earth Trust on a 12-month maternity cover contract from September 2025. This role is pivotal in leading our Communications and Marketing team through a significant period of organisational evolution, as we build on our status as a key visitor destination in South Oxfordshire.

You will be responsible for stewarding Earth Trust's brand and reputation, ensuring our communications reflect both our mission to connect people with nature and our commercial ambitions. This includes managing the development of our brand and messaging, launching our visitor centre communications strategy, and overseeing the implementation of a revised channel strategy.

This is a unique opportunity to shape and deliver impactful communications that balance our charitable purpose with our growth objectives, helping Earth Trust reach new audiences while deepening engagement with our existing community.

Key responsibilities

Strategic leadership

- Lead the development and delivery of a communications and marketing strategy that supports Earth Trust's evolving brand and strategic direction.
- Ensure alignment between mission-driven messaging and commercial marketing to support income generation and audience growth.
- Collaborate with the Director of Development and senior leadership team to ensure communications are integrated across all organisational functions.

Brand and Channel Development

- Manage the brand and messaging development project to reflect Earth Trust's strategic evolution.
- Oversee the implementation of a revised channel strategy, including website redevelopment and social media activation.
- Act as brand guardian, ensuring consistency and clarity across all touchpoints.

Project and Campaign Management

- Lead the development and execution of a communications and marketing strategy for the launch of Earth Trust's new visitor offer.
- Coordinate integrated campaigns that support both community engagement and commercial objectives.
- Manage freelancers and external partners to deliver high-quality, on-brand content and campaigns.

Team and Budget Management

- Line manage the Marketing and Communications Officer, providing leadership, support and development.
- Oversee the communications and marketing budget for 2026, ensuring effective resource allocation and value for money.
- Track and report on communications performance data to inform strategic decisions and demonstrate impact.

Stakeholder Engagement

- Work closely with the executive team to ensure communications reflect organisational priorities.
- Coordinate key community engagement and supporter events to celebrate and sustain Earth Trust's loyal community.

Other duties as required, including support at Earth Trust events and activities (some weekend and evening working required); liaising with volunteers supporting the team

Person specification

Experience and skills

Essential

Significant experience in communications and marketing, with at least 2 years in a strategic marcomms role.

Proven experience in both impact-focused communications and commercial marketing, ideally within a charity or cause-led organisation.

Demonstrated success in brand development and implementation.

Experience developing and executing multi-channel marketing strategies.

Strong project management skills

Experience managing teams and freelancers

Visual content creation and design skills for marketing channels.

Familiarity with GDPR, accessibility standards and website navigation

Strong interpersonal skills for influencing and motivating others, and experience working with senior stakeholders

Desirable

Knowledge of social influencers and community engagement

Marketing (CIM) / Communications qualification or similar

Qualifications Essential

Full UK Driving Licence and access to car since the office is in a location without public transport

Personal attributes

Strategic thinker with a creative and analytical mindset.

Skilled communicator and team leader.

Self-starter with the ability to manage multiple priorities in a dynamic environment.

Flexible and adaptable, with a commitment to Earth Trust's mission and values.