

# Marketing and Communications Manager

**Job Title:** Marketing and Communications Manager  
**Reporting to:** Head of Advocacy and Communications  
**Location:** Home-based  
**Contract:** Full-time (35 hrs per week)

## An introduction to Surviving Economic Abuse

At Surviving Economic Abuse, we deal with one of society's biggest issues. Last year, 5.5 million UK women reported that a current or former partner had controlled their economic resources – money and the things it can buy such as food, clothing, transportation, and housing.

Through economic control, abusers limit women's freedom, they steal their futures, and, in far too many cases, they take their lives. Yet too few people are aware of economic abuse – even those who experience it.

We are the only UK charity dedicated to raising awareness of economic abuse and transforming responses to it. The speed and scale of our growth since 2017 are evidence of how much we are needed. We may be young, but we are already creating big waves. We are looking for a Marketing and Communications Manager to join us to help take our work to the next level in our mission to stop economic abuse forever.

**The role of the Marketing and Communications Manager is to:**

Develop our marketing function to help raise awareness of economic abuse and support income generation through fundraising appeals and promoting our training function. In this role, you will manage the charity's marketing, website, brand, newsletter, and online information aimed at a range of audiences, including victim-survivors and the professionals supporting them.

## Key responsibilities

### Marketing

- Work with the Head of Advocacy and Communications to develop and implement the charity's marketing function and marketing strategy.
- Develop a marketing strategy and deliver plans to promote both our training function and new consultancy arm. Conducting market research, developing content as well as working with the training team to support lead generation and conversions for training sales.
- Develop plans to grow the charity's supporter base and work with the development team to deliver regular fundraising appeals, including project managing the communications team's work on this.
- Develop and deliver a newsletter strategy, utilising supporter journeys to deepen our engagement with existing and new supporters and data and audience segmentation to drive impact.
- Lead on delivering marketing plans to amplify our public awareness and influencing communication campaigns.

### Brand

- Support the Head of Advocacy and Communications to refresh the charity's brand and embed this across the organisation.
- Act as a brand guardian by overseeing the charity's brand guidelines and templates, ensuring consistency and an unmistakable look and feel.
- Oversee the Communications Officers' work supporting the wider team on copyediting and designing reports and other communications, undertaking this work and commissioning external designers too as needed.
- Review copy and materials produced by other team members to ensure brand consistency.

### Website

- Manage and oversee the maintenance of the charity's website.
- Lead on the charity's digital transformation project, embedding accessibility into all aspects of our website and external digital communications, user-testing and scoping the further development of our website.
- Monitor the digital transformation project's deliverables and progress, working with the development team to provide timely and engaging reports to the funder.

### Content

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**Surviving Economic Abuse (registered charity number 1173256)**

Surviving Economic Abuse (SEA) is the only UK charity dedicated to addressing economic abuse – a form of domestic abuse.

- Develop and implement a strategy for our online information and resources to support the organisation's strategy.
- Manage and oversee the regular review of our online information and content, ensuring it is up-to-date and reflects changes in policy and industry practice.
- Oversee the Communications Officers' work with subject experts to develop engaging content for victim-survivors and professionals across several different industries including banking and finance, housing, debt and legal, undertaking this work too as needed.
- Develop and maintain partnerships with external experts and organisations to bring specific subject expertise to our content as needed.
- Lead on the project management and delivery of the charity's annual Impact Report.
- Creating marketing assets, such as videos or photography, to help promote the charity's work, including overseeing the Communications Officers' work and the commissioning of freelancers where necessary.

### General duties

- Line manage a Communications Officer and oversee the work of a freelance digital consultant and web developer.
- Deputise for the Head of Advocacy and Communications as needed.
- Work with the Experts by Experience Group, women who have experienced economic abuse, to ensure our marketing and content is survivor-centred.
- To comply with SEAs policies and procedures, and legal requirements, such as provisions set out in the GDPR, Health and Safety at Work Act 1974 and Equality Act 2010.
- To undertake any other duties commensurate with the general level of responsibility of the job.

### Person specification:

- Track record of creating and delivering marketing projects – from market research, planning and content creation through to delivery, reporting and evaluation.
- Skilled in visual and verbal brand identity management, including embedding this consistently across an organisation.
- Experience in creating and managing web and digital content, ensuring content is accessible and user-centred.
- Skilled in digital marketing tactics, particularly in newsletters, paid search engine marketing and social and digital advertising, and marketing partnerships.
- Ability to write and deliver engaging content for web, email, and social, tailored for different audiences.

- Exceptional data analytics and reporting skills, with experience in optimising campaigns based on evidence and insight.
- Excellent strategic communicator with a creative flair and strong attention to detail.
- Experience in effectively managing projects, using interpersonal and organisational skills to get the best out of others, while navigating competing priorities with agility.