

October 2026

Marketing Manager

Candidate pack



About Birmingham Hospice

Birmingham Hospice provides specialist palliative and end of life care for people living with a terminal illness across Birmingham, Solihull, Sutton Coldfield and Sandwell. For generations, local communities have been able to access the care and support they need, when they need it most.

Our vision

A future where everyone with a life-limiting illness will live and die with dignity and in comfort.

Our mission

To enable more people from all communities to access the care of their choice at the end of life.

Our values



KINDNESS

We treat everyone with compassion and empathy, recognising the individuality and dignity of each person we support.



TOGETHERNESS

We work collaboratively with our colleagues, communities and partners, knowing that we achieve more when we act as one.



POSITIVITY

We bring hope and confidence to difficult times, focusing on solutions, opportunities and what's possible.



OPENNESS

We are honest and transparent in all that we do, listening with curiosity and responding with integrity.



RESPECT

We value every person's voice, background and choices, ensuring inclusive, personalised care and a welcoming environment for all.



INNOVATION

We embrace digital tools to enhance the care we provide by making it more connected, efficient and responsive.



TEAM STRUCTURE AND PORTFOLIOS

Although the team operates across two distinct functions - Fundraising Marketing and Communications & Marketing/PR - we're very much one department, all working together under the leadership of our Head of Communications and Marketing, and our Income Generation Director.

FUNDRAISING MARKETING

Our Fundraising Marketing Team provides vital communications and marketing support to our income generation department, helping the hospice achieve its annual fundraising target through creative and innovative campaigns.

From high-profile events to in-memory fundraising, community initiatives and corporate fundraising, they bring energy and expertise to every income stream. Working across both online and offline channels, the team combines strategic thinking with compelling storytelling to inspire support and drive the income that powers our mission.

COMMUNICATIONS AND MARKETING/PR

Our Communications and Marketing/PR Team are the storytellers and guardians of our charity's brand.

They shine a light on the remarkable people at the heart of our work - patients, families, volunteers, and staff - sharing powerful stories that build public understanding and support for hospice care. They lead our internal, external and comms strategies, making sure people know who we are, what we do, and why it matters - including raising the profile of our growing network of 27 charity shops.



JOB DESCRIPTION

Job title: Marketing Manager

Department: Income Generation and Marketing

Hospice band: Corporate Band E: £38,413 (year one), £39,908 (year two, subject to achieving objectives)

Hours: 37.5 hours per week. Fixed term until December 2028 (to cover a secondment)

Reports to: Head of Communications and Marketing

Responsible for: Fundraising Marketing Officer, and Communications and Marketing Assistant

DBS required: Basic

About the role

We are recruiting a Marketing Manager to support income growth through the delivery of Birmingham Hospice's income generation communications and marketing activity.

This is a two-year, fixed-term post covering a secondment – a genuine opportunity to make a lasting impact for a charity with ambitious plans for the future.

Leading a small team and working closely with income generation colleagues, you'll bring together fundraising, media, marketing, digital, creative and campaigns activity to maximise income, supporter acquisition and retention.

You'll be confident leading projects and working collaboratively across teams to deliver impactful campaigns through social media, email and paid media, bringing creativity, innovation and new ideas to help secure and grow all forms of voluntary income and raise the profile of Birmingham Hospice.

Main duties and responsibilities

Campaigns and Communications

- In partnership with income generation colleagues, develop and lead the delivery of multi-channel promotional strategies to support campaigns, events and appeals such as Light up a Life, Treecycling, the Chocolate 5K, community fundraising, individual giving and legacy promotion.
- Oversee the production and delivery of direct mail, such as appeals and raffles, produced by the Fundraising Marketing Officer in collaboration with fundraising colleagues. Ensure the Fundraising Marketing Team sources and produces inspiring case studies to support fundraising activity and delivers a gold-standard supporter experience journey.

PR and Marketing

- Work with fundraising colleagues to develop and deliver innovative and engaging marketing plans that include the production of printed materials, video content and digital assets.
- Act as a brand guardian, ensuring the Birmingham Hospice brand is consistent and follows guidelines across all fundraising printed and digital collateral, merchandise and signage.
- In partnership with the Communications and Marketing Manager (PR), build and maintain strong media and PR relationships with local and regional contacts to raise the profile of the hospice's fundraising activities.
- Work with fundraising managers to develop supplier briefings and act as a first point of contact for external graphic designers, print and merchandise suppliers, marketing agencies and the charity's web developers.
- Ensure that all marketing materials are produced on time and within budget.

Digital and Social Media

- Alongside fundraising managers, set the strategy and direction of all fundraising content across social media channels, including Facebook, Instagram, TikTok, LinkedIn and YouTube, ensuring content upholds brand and quality standards.
- Oversee the social media content calendar, supported by the Communications and Marketing Assistant and the Fundraising Marketing Officer.
- Lead the development of fundraising content and donation functionality on the Birmingham Hospice website. Day-to-day liaison with the CMS provider is led by the Fundraising Marketing Officer and Communications and Marketing Assistant, with functionality scope and site standards agreed by the Marketing Manager and Head of Communications and Marketing.
- Monitor and review traffic to the income generation pages of the charity's website, and take steps to increase visitor numbers and conversion rates.
- Oversee paid advertising strategy, including Meta ads, TikTok ads and Google ads.

- Identify and explore digital opportunities, such as PPC advertising, to support income generation.
- Support fundraising managers with the implementation of the charity's new CRM.

Strategy and Development

- Work with the Head of Communications and Marketing to develop and deliver an annual marketing plan to support the charity's fundraising strategy.
- Build strong working relationships with all income generation and marketing colleagues, and across the wider charity.
- Evaluate and monitor all aspects of income generation communications, online and offline, using analytical tools.
- Produce high-level marketing metrics to support the Head of Communications and Marketing, and fundraising managers, in the evaluation and reporting of key events, appeals and campaigns.
- Research and develop new marketing trends and opportunities to help maximise income generation.
- Keep up to date with best practice in the charity sector generally, but particularly regarding fundraising communications innovation, legislation and codes of practice. Ensure all income generation communications and marketing materials meet legal compliance and regulatory requirements, e.g. Charity Commission guidance, Gift Aid, GDPR and hospice policies.
- Have a good understanding of income generation and communications.
- Be an active participant in all Income Generation Department meetings and working groups.

Leadership and Management

- Lead the Fundraising Marketing Team to deliver on agreed objectives and targets identified in the Communications and Marketing, and income generation strategies. Line manage the Fundraising Marketing Officer and Communications and Marketing Assistant, by agreeing clear objectives, holding monthly 1-1s and annual reviews, and providing effective and supportive line management.
- Develop the team through mentoring, coaching and training.
- Develop internal relationships with the charity's corporate, clinical, medical and retail teams, and identify opportunities to increase income within the organisation through collaborative working.
- Ensure the Fundraising Marketing Team works within the Fundraising Code of Practice and maintains a high standard of supporter care.

How to apply

If you'd like to be part of a team helping Birmingham Hospice reach more people, grow income, and make every moment matter, we'd love to hear from you.

Apply at: www.birminghamhospice.org.uk/vacancies

Closing date: Midnight on Monday 26th October 2026

First stage interview: Online via Teams on Thursday 5th November

Second stage interview: In person at our Selly Park site on Thursday 12th November

This role reports to Louise Allen, Head of Communications and Marketing.

For further information or an informal chat, please contact Lucy Watkins, Income Generation Director at lucy.watkins@birminghamhospice.org.uk.

