



Communications and Marketing Manager

Candidate pack 2025

Overview of Carers UK



Carers UK is the leading national charity supporting, advocating for and connecting unpaid carers across the UK. We exist to make life better for unpaid carers, however caring affects them. Despite being a relatively small charity, we regularly punch above our weight and we have achieved meaningful change and we have influenced almost every piece of legislation concerning carers over the past 60 years; from the first ever 1967 legal rights for carers, to the 2024 Carers Leave Act. We have carers experience at the heart of everything that we do. Unpaid carers save the economy an estimated £445 million each day (England and Wales) and are vital to the friends and family members they support, as well as to the wider community. Our support, advice, information and campaigning work are now needed more than ever, as unpaid carers are providing more and more care, adversely impacting on their own health and wellbeing.

This is an exciting time to join Carers UK as we celebrate our 60th anniversary, an important milestone to look back on our achievements and to highlight what more needs to be done to ensure that carers are treated equally in all aspects of their lives and that no one has to care alone.

Our mission is to make life better for carers:

- We give expert advice, information and support.
- We connect carers so no one has to care alone.
- We campaign together for lasting change.
- We innovate to find new ways to reach and support carers.

Our Vision:

We want a society that recognises, values and supports carers and to halve the time it takes for carers to recognise themselves as carers. The last published census in 2021 showed there to be 5.8 million unpaid carers in the UK. However, recent research carried out by Carers UK estimates that the true number of unpaid carers in the UK is as high as 10.6 million, with 12,000 people becoming carers every day.

Job description

Job title:

**Communications and
Marketing Manager**

Responsible to:

Head of Communications and Marketing

Staff reporting:

Four

Location:

**20 Great Dover Street, London,
SE1 4LX / Hybrid working**

Department:

**Income Generation
and Communications**

Hours:

**35 hours - Full time (flexible working
patterns also considered)**

Contract:

Permanent

Salary:

£40,896 inc ILWA

Aim of the role

The role will support the Head of Communications and Marketing in building and leading a team of talented and driven communications professionals, to deliver our ambitious, and sometimes challenging, programme of work.

Building relationships across the organisation with colleagues at all levels; being seen as skilled and knowledgeable by our partners and other professionals; having an ability to interact with empathy and understanding with carers, our members and volunteers; the Communications and Marketing Manager will be an excellent communicator, able to engage others with our strategic plans, and excite and motivate others to join us in helping improve the lives of unpaid carers throughout the UK.

The role needs be able to manage their own roster of projects, whilst maintaining oversight on the multiple other projects being delivered across the team. The Communications and Marketing Manager will be skilled in understanding how the needs and priorities of different directorates fit together strategically - and will be adept at identifying opportunities to streamline, improve or innovate in delivering the communications aspects of these.

Main duties and responsibilities



- Develop and deliver the communications and marketing strategy, with the Head of Communications and Marketing and Director of Income Generation and Communications, in line with organisational business plan and strategy
- Line manage four direct reports: setting objectives; supporting via regular one-to-ones; ensuring KPIs are monitored and achieved; and conducting annual appraisals
- Develop, implement, and evaluate a range of integrated off/online marketing communications to support the delivery of activities across Carers UK including owned projects as identified (for instance, Carers UK's Annual Report)
- Work with colleagues to develop tailored communications and marketing plans for key projects, agreeing and monitoring against KPIs
- Write, edit, and proof-read engaging communications materials, ensuring consistency and compliance with Carers UK's branding, values, key messages, and style guidelines
- Develop strategies to increase engagement with Carers Week and Carers Rights Day through owned, earned, and paid channels – and through our partnerships
- Ensure increased levels of engagement with Carers UK's owned social media channels, including through paid campaigns, reporting on performance
- Be the organisational lead for all paid digital communications and marketing activities
- Lead the team in ensuring all content for our members' magazine, *Caring*, is audience focused and encompasses a range of carers experiences
- Ensure that all content on the main Carers UK website and other Carers UK owned websites is fit-for-purpose and engaging, working with the team and other colleagues to monitor page and site performance, proposing and testing improvements

- With the Head of Communications and Marketing, work closely with external agencies, including digital development agency, to ensure contracts are adhered to and projects delivered on time and to budget
- Ensure communications and marketing plans are developed for all projects and publications, and shared in advance and approved with all internal stakeholders
- Ensure communication and marketing plans are delivered on time and within budget
- Prepare and distribute scheduled and ad-hoc reports on communications and marketing performance including utilising insight from third party digital partners
- Work collaboratively with colleagues across Carers UK including all four nations to ensure a consistent approach to projects
- Develop and implement a plan to promote key staff and other stakeholders throughout the year, internally and externally
- Monitor and ensure that all systems and processes are fully GDPR compliant
- Ensure that all communications reflect the experience of carers in the UK including from a full range of diverse backgrounds

- Keep up to date on sector developments, sharing findings with the team/organisation
- Ensure personal development through both attendance of conferences and self-driven reading and research, including on technological change such as Artificial Intelligence.

General

- To attend staff meetings and Carers UK staff conferences and events as directed
- Work at all times in accordance with all policies and procedures of Carers UK including the Equal Opportunities and Confidentiality Policies
- To reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post
- Comply with the data protection regulations, ensuring that information on members, supporters, employees and volunteers remains confidential.

Person specification

You'll be an experienced communications and marketing professional (ideally with charity sector experience that includes campaigns and/or fundraising) who can demonstrate a broad range of skills and experience.

Skills and experience

- Experience of managing and developing a team of communications/marketing professionals
- Proven ability to write, to a high-level, compelling copy, either in own voice or ghost writing
- Experience of monitoring and reporting on expenditure budgets
- Experience of building and maintaining successful relationships, internally and externally and working collaboratively across teams
- Experience of digital development with understanding of improving customer journeys and experience
- Experience of managing paid digital campaigns
- Experience of using tools for digital performance tracking
- Able to track and manage diverse strands of work simultaneously, on time and on budget
- Experience of working with creative, branding, and digital agencies
- Understanding of the need to maintain confidentiality, complying with data protection legislation
- Excellent written and verbal communication and presentation skills
- High level of IT skills, including Content Management Systems (ideally Umbraco), CRM tools and social media management
- Demonstrable skills in using Adobe Creative Suite software, primarily Photoshop and InDesign (or equivalents)
- Understanding of diversity and representation, particularly in relation to communications and marketing
- An informed appreciation of the challenges and issues facing unpaid carers and an ability to relate to and empathise with the needs of individual carers.

Other requirements

- Ability to empathise and be sensitive to the needs of carers
- Understanding of and commitment to equality and diversity
- Empathy with the values and culture of Carers UK.

Review arrangements

This job description gives an outline of the main duties of the post. It does not form part of the contract of employment and may be changed from time to time in consultation with the post holder.

Our values

Carers are at the heart of everything we do. We are:

Attentive

- We welcome everyone and are always supportive and ready to help
- We listen carefully and respond with expertise and understanding.

Ambitious

- We're courageous and innovative, aiming high and seeking out new ideas and opportunities that take us forward
- We are always learning and improving, pushing boundaries to increase our impact.

Achievers

- We are passionate about what we do and tenacious in our pursuit of change
- We adapt to new challenges and are always striving for excellence
- We love to collaborate and enjoy working with others to reach our goals.

Diversity and inclusion

At Carers UK, we are passionate about diversity and inclusion and offering equal opportunities. We positively and actively welcome applications from everyone. We strive for our staff group to reflect our stakeholders and the society that we serve.

Carers UK is committed to becoming a diverse and truly inclusive organisation. We are committed to fostering an environment and working culture that celebrates and promotes diversity and inclusion. We strive to create a workplace where our colleagues and volunteers can truly be themselves and feel like they belong and constantly seek to ensure all voices are heard.

To embrace this culture of diversity, our employee and volunteer recruitment should reflect our stakeholders and the society that we serve and support, regardless of age, race, gender, sex, sexual orientation, physical abilities, disabilities, religion, faith or belief. We value individual diversity and are actively building diverse teams here at Carers UK and value our colleagues from a wide range of backgrounds.

As a membership charity for carers, we particularly seek employees and volunteers with a real understanding of the issues faced by carers. Reasonable adjustments can be made to the process and role dependent on the needs of the applicant.

We are proud to be an Employers for Carers and Carer Positive Member, and a Real Living Wage Employer. We have signed the 'Happy to Talk Flexible Working' Initiative and are committed to building the best possible environment to help carers in the workforce. We have signed the 'Menopause Workplace Pledge' and achieved the Disability Confident Employer accreditation.



As a responsible organisation, we have taken a proactive approach to managing our impact by conducting an external eco-audit of the organisation. We already have an environmental and energy policy and together with the audit recommendations which we will be working to implement we will continue to work to manage our impact. We expect all employees to help us achieve our aim of being an environmentally responsible charity.

Benefits

We understand what you need from us as an organisation and recognising that, offer you a rewarding role in a truly flexible and supportive working environment with many attractive benefits. We've developed inclusive policies and flexible working arrangements, with your wellbeing at the heart of Carers UK.

Culture and support

- A welcoming, supportive and inclusive working environment
- A work-life balance commitment with flexible working arrangements available within a truly flexible working culture
- Hybrid working – vary your working location and hours to achieve your best performance and positive work-life balance
- 24 hour confidential advice and information line including access to structured counselling, plus a 24/7 unlimited doctorline, via a free Health Cash Plan
- A commitment to employee wellbeing, including access to the Wisdom wellbeing and MyStrength wellbeing apps and Wellbeing Wednesdays
- A values recognition scheme including winner of the month
- Family friendly inclusive policies
- Four Equality, Diversity and Inclusion employee networking groups championed by our senior management team including LGBTQ+; Neurodiversity and Disability; Faith, Racial Equality and Culture; and Carers and Parents

- Social events including weekly quizzes

- Annual staff conference and monthly all staff meetings.

Time-off

- Generous annual leave allowance of 25 days plus bank holidays (pro rata), rising with long service
- An additional three paid days off between Christmas and New Year
- Up to 10 days (pro rata) paid carers leave which can be taken in hours as well as half and full days
- Two paid volunteer days per year
- TOIL (time off in lieu)
- Paid Special Leave.

Financial

- 6% employer contribution pension scheme
- Cash back up to set limits via a free Health Cash Plan for dental, optical and therapy treatments, plus kids cover
- Retail, restaurant and gym discounts via a free Health Cash Plan
- Free life insurance scheme two times annual salary
- Organisational sick pay scheme
- Free annual flu vaccinations to those who wish to use it
- Cycle to work scheme after six months service.

Learning and development

- A commitment to employee learning and development
- Thorough induction and onboarding programme
- Buddy scheme
- Full access to an online learning management system suite of e-learning courses for personal and professional development
- Regular awareness sessions and HR emails
- Role specific training
- Mentoring scheme
- Full access to the digital resource for carers
- Appraisal scheme.

Testimonials

“Working at Carers UK has been an incredibly positive experience. The organisation fosters an inclusive environment where I feel truly valued, and the flexibility they offer allows me to balance both my work and personal responsibilities seamlessly. This flexibility is so important, especially for an organisation that advocates for carers — it’s clear that Carers UK doesn’t just campaign for change; they live it.”

Neesha

“I feel very privileged to work for Carers NI and to contribute to the diligent work they carry out on behalf of unpaid carers. I’ve found my colleagues to be welcoming and supportive, and I really feel that I am being given the chance to grow and develop professionally, as well as personally, through my role. I admire the organisation’s commitment to keeping unpaid carers voices at the heart of all we do, and its drive to bring about meaningful change for carers, and I’m very proud to be contributing to that work.”

Nikita

“As a young father working compressed hours, I can attest to what a supportive environment Carers UK creates for its employees. Its commitment to delivering on its values of being Attentive, Ambitious, Achievers has enabled me to perform my role to the best of my ability and give me the time I need to support my young family.”

Tom

“Working at Carers UK is such a rewarding experience professionally and personally. The cause to drive positive change for unpaid carers is something I am so passionate about. It’s inspiring to know that my role, even in a small way, contributes to enabling the vital work we do to support carers and raise awareness. The team truly are brilliant, every single colleague within and outside of my department, have been nothing but welcoming, supportive, and encouraging since I started. I’m grateful for the way my ideas and contributions are always embraced. I feel lucky to work in an environment where creativity is encouraged, and where everyone works together towards a shared goal. The role offers exceptional flexibility, and Carers UK places a strong emphasis on work-life balance. The organisation genuinely values the wellbeing of its employees and is committed to ensuring everyone can maintain a healthy balance between their work and personal lives. The company culture is very inclusive, from regular social activities to the overall sense of belonging, Carers UK have created an environment where everyone feels valued and able to contribute. It is a fantastic place to work!”

Anonymous

How to apply

At Carers UK we want our application process to be as accessible as possible. If you need any adjustments to apply, please email the recruitment team to discuss.

The closing date for applications is **Monday 4 August 2025, 10am.**

Personal statement (no more than one side of A4), CV and completed diversity monitoring form should be emailed to recruitment@carersuk.org

The information on the diversity monitoring form will be treated as confidential and used for statistical purposes only.

Carers UK anonymises all applications prior to shortlisting.

We reserve the right to appoint at any stage, should an outstanding candidate emerge.

We are actively interviewing for this role as we receive applications.

We may carry out online and social media checks before a formal offer is made.

Please email your CV, covering letter and diversity monitoring form to: recruitment@carersuk.org

We look forward to receiving your application soon.

Notes for applicants

Please read the job description and person specification carefully before completing your application. Shortlisting will be carried out solely on the basis of the information provided on the covering letter and CV.

As the covering letter and CV may be photocopied, please write clearly in black ink or type.

Diversity details

Carers UK anonymises all applications prior to shortlisting. The Diversity Monitoring Form will be detached and not seen by the shortlisting panel.

Unspent convictions as defined in the rehabilitation of offenders act 1974

You will not be asked to disclose convictions that are spent but relevant unspent convictions may result in an unsuccessful application. Please give details of any unspent convictions (including date and place of conviction, nature of offence and sentence). Please provide details in a separate email to recruitment@carersuk.org.

This information will not be disclosed to the interview panel.

Your CV should detail the following:

References

Please provide two referees. Your referees should have known you in a professional capacity, as an employee or a student. One should be from your present or most recent employer.

Previous employment

Please list appointments in order, including voluntary work as appropriate, most recent first.

Other skills

Please list languages, driving, typing, computing etc. Please state level of proficiency.

Working status

The eligibility criteria for Carers UK posts are derived from rules governing entry into the United Kingdom as defined in the Asylum and Nationality Act 2006.

Covering letter

Please give your reasons for wanting to join Carers UK and why you are applying for this post. Give any other relevant information (eg specialist knowledge, experience and personal qualities) in support of your application, bearing in mind the job description and person specification for the post. Please address how you meet the person specification by providing examples as appropriate. Please ensure this is no longer than one side of A4.

Declarations

Please sign the covering letter and CV to confirm that the information provided is accurate and true and to confirm your consent to the information being processed and handled by Carers UK.

How we use your personal data

We are Carers UK of 20 Great Dover Street, London SE1 4LX. Our Data Protection Advisor is Marie Magimay who can be contacted at this address too. We take our data protection responsibilities seriously and would like to inform you about what we intend to do with personal data that relates to you.

As well as name and contact details we hold the CV you provide which includes information about education and qualifications, former employers and work history. All the information we hold is necessary for us to assess your suitability for the job role on offer.

Before we confirm a job offer we carry out some pre-employment checks including taking up references. To carry out these checks we share your name and a bit of information to help the third parties identify you. Our pre-employment checks will include checks carried out in countries outside of the EEA if that is where you lived and worked previously. It is in our legitimate business interests, and your own best interests, to make sure that we offer the job to the most appropriate candidate.

Carers UK may also carry out online and social media checks. Online and social media checks will be conducted in compliance with data protection legislation and maybe undertaken to confirm previous employment and experience. Once your appointment is agreed we will use your personal data to send the employment contract and job offer to you. These are steps preparatory to entering into the contract of employment. We will also notify any recruitment agency involved in your recruitment that an offer has been made. Most of the information we hold at recruitment stage has been provided by you directly, or on your behalf by the employment agency.

We keep our recruitment records for the duration of recruitment process and then for no longer than six months for unsuccessful candidates. For successful candidates the personal data in the recruitment file will be carried forward into the employee HR file.

We would not publish your personal data for example your photograph or work contact details without your consent but some job roles will involve a degree of publicity and we will make that clear at interview stage.

Your data protection rights

You have the right to ask for a copy of the personal data we hold that relates to you. If you think that information about you which we hold is incorrect or misleading you have the right to have the information corrected provided you can demonstrate that it is incorrect. You can also request the erasure of personal data relating to you in certain circumstances, where we do not require it to meet a legal obligation. You can also request or restriction of processing so that your records are maintained beyond our usual retention period. You have the right to object to processing on the grounds that it causes you damage or distress and the right to take away a copy of your personal data in electronic format in certain circumstances.

If you are unhappy about the way we use your personal data or the way in which we respond to your request to exercise your data protection rights, you can contact the Data Protection Advisor at Carers UK, 20 Great Dover Street, London SE1 4LX but you also have the right to lodge a complaint with a supervisory authority, the Information Commissioner at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Carers UK cannot accept responsibility for applications that do not arrive prior to the closing date. Late applications will not normally be considered.

Shortlisting for the post will take place soon after the closing date. If you have not been contacted within four weeks of the closing date, then you should assume that, on this occasion, your application has not been successful.