



Job Title – Marketing & Communications Officer

Reports to – Development Director

Contract Type – Permanent

Working Hours – Either full-time (37.5 hours per week) or part-time (30 hours per week / 0.8 of a full-time equivalent)

Location – London - Clapham / Hybrid working (minimum 40% of working time in the office)

Salary – £27,100 - £31,000 FTE (or pro-rata equivalent), dependent on skills and experience

About Us

For 30 years, The Money Charity has been the UK's Financial Capability charity. We proactively provide education, information, advice and guidance to people of all ages, helping them to manage their money well and increase their Financial Wellbeing. We believe that being on top of your money as a part of everyday life reduces stress and hardship, helps you achieve your goals and live a happier life as a result, so we empower people from all backgrounds across the UK to build the skills, knowledge, attitudes and behaviours to make the most of their money throughout their lives. We also aim to change the culture around Financial Wellbeing by working with the financial services industry to improve practices and outcomes for their consumers, and influencing policy-makers, media, industry and public attitudes.

We are a small, passionate team with a big reach and an open mind, committed to quality, accessibility and inclusiveness. We offer a flexible work environment that values creativity, personal growth and collaboration. For more information about us, please visit our website: <https://themoneycharity.org.uk>

About the Role

This role will have a key part to play in enabling the planned growth in the charity in the coming years.

As a member of the newly formed development team this is an exciting opportunity to grow our expertise and provide support to the Development Director in the following areas: fundraising, business/charity development, communications, marketing.

You will help us to better tell our story, significantly increase net income and ultimately reach many more individuals, making a real difference to the lives of young people and adults as a result.

You will have the opportunity to develop this role. This is a fantastic opportunity for a professional who believes that fundraising and communications are about facilitating change and empowering people to make a difference to their own lives.

Key Responsibilities

- To support the Development Director in maximising awareness of the charity.
- To support the Development Director in delivering the marketing and communications goals, in partnership with the CEO and the Senior Management Team.
- To tell the charity's story in communications in the most powerful and effective way, using case studies and storytelling demonstrating impact and differentiating the work of the charity from other organisations working in a similar field.
- To manage the charity's website, including content management of the website and management of the relationship with the design/maintenance company.
- To manage the charity's social media accounts and presence, including creating engaging digital content.
- To manage and deliver regular email campaigns via Mailchimp.
- To create corporate materials, including annual reports, e-newsletters, press releases, marketing materials, etc.
- To maintain the charity's brand style.
- To work with colleagues to ensure a steady flow of case studies and stories that can be packaged for all the fundraising and income generating audiences.
- To represent The Money Charity at events and meetings as necessary.
- To participate in the corporate life of The Money Charity.

Person Specification

Essential:

- Track record of working in one of the following areas: communications, marketing.
- Experience of digital marketing, website (WordPress and Google Analytics), social media and developing case studies/storytelling.
- Ability to work with MS Word, Excel and PowerPoint.
- Comfortable working with a variety of systems and online platforms including HubSpot or other CRM systems, G-Suite, Microsoft Teams, Mailchimp, APIs.
- Passionate about the cause; keen to work with people and empower them to be financially capable.
- Good written skills, including the ability to compose, edit and proofread.
- Good organisational skills with impressive attention to detail and ability to prioritise and maintain accuracy under pressure.
- Highly motivated, proactive and driven.

Desirable:

- Charity/not-profit experience.
- Experience of advocacy and storytelling.
- Communication skills

- Understanding of how to attract positive PR. Confidence with engaging with the media.
- Understanding of booking systems (needed for booking our workshops).
- Some event management experience.

Benefits

- 36 days holiday (including bank holidays and 3 further days between Christmas and New Year). Pro rated if part time.
- Additional Flexible annual leave purchase options available.
- Progressive culture with comprehensive flexible working policy, where flexible working hours and 'work from anywhere' fully supported and encouraged.
- Living Wage employer.
- Living Pension employer with generous 10% employer pension contribution after probationary period.
- Access to Cash Health Plan (including access to counsellors and GPs) available after probationary period.
- Enhanced maternity, paternity and adoption pay.
- Discretionary annual bonus.

Closing Date – 11:59pm, Tuesday 8 July 2025

Interviews – 1st round week commencing 14 July 2025 (virtually). 2nd round week commencing 21 July 2025 (face-to-face in our offices).

Application Details

To apply for the role, please submit a CV and covering letter (maximum 2 A4 sides) explaining how you are suitable for this role. This should include how you meet the essential & desirable requirements and why you want the role. Applications should be submitted by email to: jobs@themoneycharity.org.uk.

Due to the high number of expected applicants, we will not be able to contact those we do not shortlist.

Please note, we will not consider applications without a covering letter and we will not be taking applications via agencies for this role.